

COLLEGE OF BUSINESS ADMINISTRATION

LOYOLA UNIVERSITY

IN NEW ORLEANS ■■■ BULLETIN 1967-68



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Loyola University

COLLEGE OF BUSINESS ADMINISTRATION

1967 - 1968



Ad Majorem Dei Gloriam

6363 St. Charles Avenue, New Orleans, La. 70118, 866-5471

LOYOLA UNIVERSITY BULLETIN

Vol. XLIX

APRIL, 1967

No. 3

Published in the months of January, March, April, May, June, August, and September starting in 1952.

Second-Class Postage Paid at New Orleans, La.

Loyola University, Incorporated April 15, 1912. Authorized to grant degrees by The General Assembly of Louisiana for the year 1912.

The Legal and Corporate Title of the University is "Loyola University, New Orleans".

All donations, endowments, legacies, bequests, etc., should be made under this title.

BUSINESS ADMINISTRATION

Founded in 1947

ACCREDITATION:

American Association of Collegiate Schools of Business.
Southern Association of Colleges and Schools.

MEMBERSHIPS:

American Association of Colleges and Secondary Schools.
Association of American Colleges.
Jesuit Educational Association.
National Catholic Educational Association.
Southern Association of Colleges and Schools.
Southern Business Administration Association.

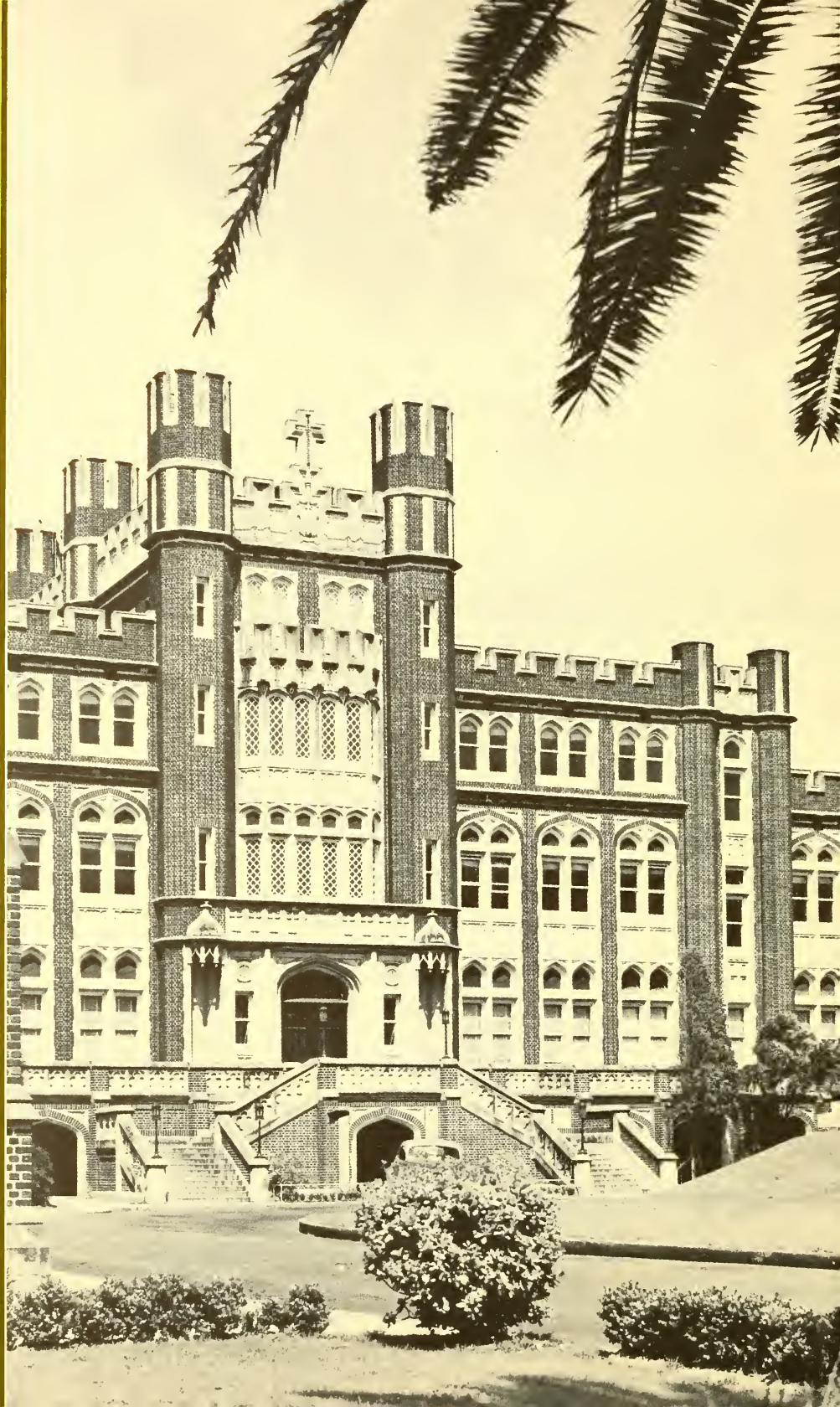


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Academic Calendar

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JUNE 1967

- 7-8 Registration for Bus. Adm. summer session, Term I.
- 12 Classes begin.
- 29-30 Mid-session exams, Term I.

JULY

- 4 University Holiday—Independence Day.
- 20-21 Final exams, Term I.
- Registration summer session, Term II.
- 22 Classes begin.
- 31 University holiday. Feast of St. Ignatius.

AUGUST & SEPTEMBER

- 7-8 Mid-session exams, Term II.
- 15 University holiday. Feast of the Assumption.
- 24-25 Final exams, Term II.
- 25 Terminal date for admissions.
- 31-1 Freshmen orientation.
- 31 Registration—Seniors & Juniors.
- 1 Registration—Sophomores.
- 2 Registration—Freshmen.
- 4 Labor Day. University holiday.
- 5 Official opening of Fall Semester
- Classes begin at 8:10 a.m.
- Mass of Holy Spirit at 4 p.m.
- 8 Latest date for registration.
- 12 Latest date for changes or official dropping of courses. Grades of WP or WF will be given in those courses dropped after this date.

OCTOBER

- 25 Mid-semester grades due.
- 27 Latest date for application of candidates for degrees to be conferred in May 1968.

NOVEMBER

- 1 All Saints Day. University holiday.
- 22 Thanksgiving holidays begin after last class.
- 27 Classes resume.

DECEMBER

- 8 Immaculate Conception. University holiday.
- 15-22 Final examinations. Christmas holidays begin after last examination.
- 22 End of Fall Semester.

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JANUARY 1968

- 10 Registration—Seniors & Juniors.
- 11 Registration—Sophomores.
- 12 Registration—Freshmen.
- 15 Classes begin for Spring Semester.
- 19 Latest date for registration.
- 22 Latest date for changes or official dropping of courses. Grades of WP or WF will be given in courses dropped after this date.

FEBRUARY

- 26-28 Mardi Gras. University holidays.

MARCH

- 6 Mid-semester grades due.

APRIL

- 1-10 Pre-advisory period for 1968-69.
- 10 Easter holidays begin after last class.
- 17 Classes resume.
- 18 B.A. Awards Day at 10:00 a.m.,
- 24 Award Day at 11 a.m.
- 29- 3 Senior examinations.

MAY

- 6-14 Underclassmen examinations.
- 13 Baccalaureate Mass 5 p.m.
- 14 Commencement exercises 8 p.m.
- Close of academic year.

1967

CALENDAR

1967

JANUARY							APRIL							JULY							OCTOBER							
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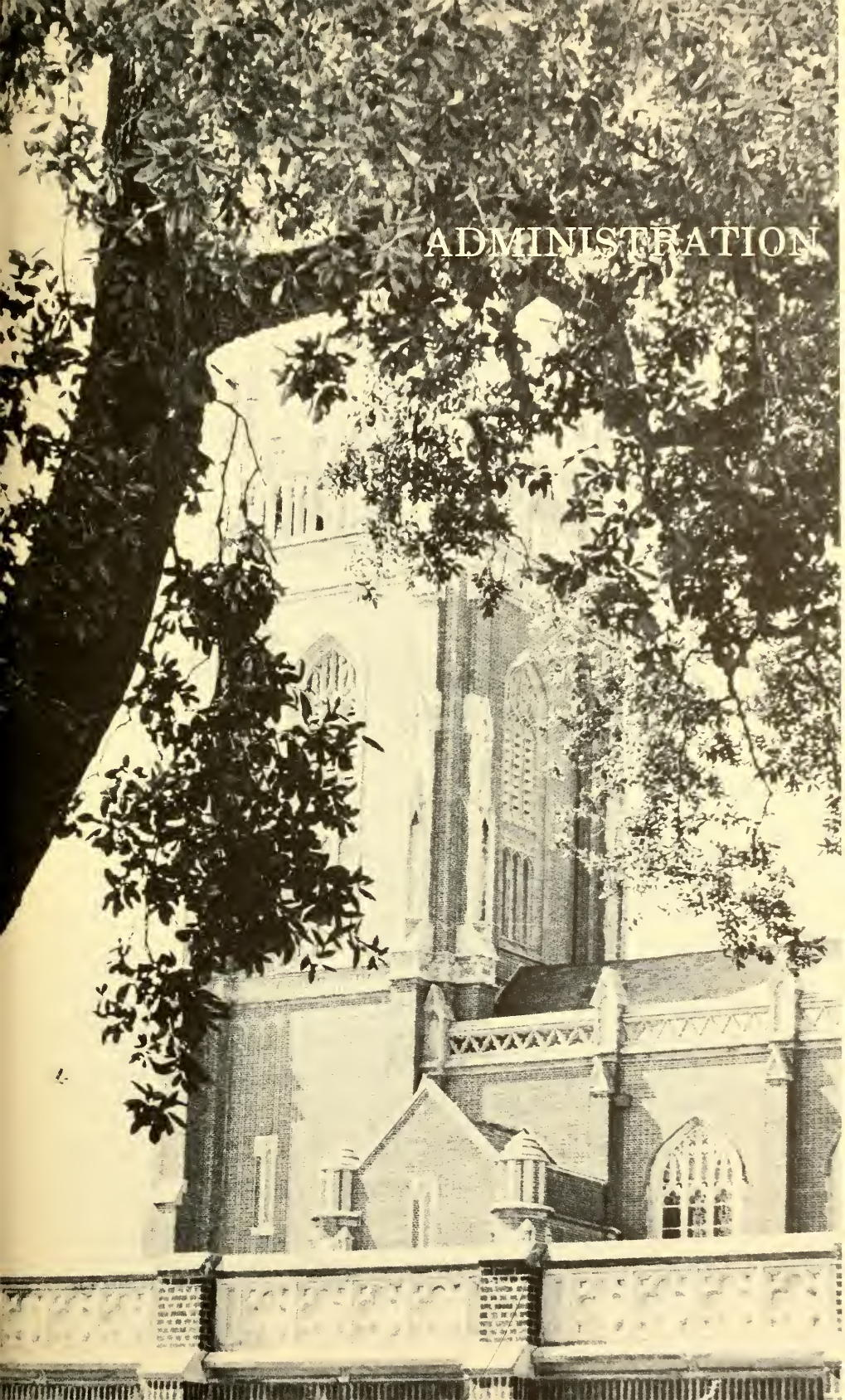
1968

CALENDAR

1968

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¹ On leave of absence.

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B.A., Southern State College, 1961; M.A., University of Arkansas, 1963; Ph.D., *ibid.*, 1966.

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- VERNE TRIPP, M.S., *Lecturer in Chemistry*.
B.S., Loyola University, New Orleans, 1940; M.S., University of Detroit, 1942.
- CARROLL TROSCLAIR, M.A., *Lecturer in Journalism*.
A.B., Loyola University, New Orleans, 1951; M.A., Louisiana State University, 1957.
- JAGDISH M. UPADHYAY, PH.D., *Assistant Professor of Microbiology*.
B.Pharm., Gujerat University, India, 1951; M.S., University of Michigan, 1957; Ph.D., Washington State University, 1963.
- MARGARET A. VANDERHAAR, PH.D., *Assistant Professor of English*.
B.A., Ursuline College, Louisville, 1955; M.A., University of Chicago, 1961; Ph.D., Tulane University, 1966.
- REV. GEORGE VAN MASSENHOVE, S.J., S.T.L., *Assistant Professor of Theology*.
Ph.L., Faculte S.J. Berchmans, Louvain, 1945; S.T.L., *ibid.*, 1950.
- MARIE E. VILLERE, B.S. IN M.T., *Instructor in Medical Technology*.
B.S. in M.T., Loyola University, New Orleans, 1943; M.T., (A.S.C.P.), 1944.
- JASJIT SINGH WALIA, PH.D., *Associate Professor of Chemistry*.
B.S., Honors, Punjab University, India, 1955; M.S., Honors, *ibid.*, 1956; Ph.D., University of Southern California, 1960.
- RICHARD S. WENDT, PH.D., *Associate Professor of Chemistry*.
A.B., Washington University, St. Louis, 1954; Ph.D., University of Wisconsin, 1960.

*on leave of absence.

REV. ANDREW P. WHITMAN, S.J., PH.D., *Assistant Professor of Mathematics; Acting Chairman of the Department.*

B. Engr., Tulane University, 1945; M.S., The Catholic University of America, 1958; Ph.D., *ibid.*, 1961; S.T.L., Woodstock College, 1964.

REV. FRANCIS T. WILLIAMS, C.S.V., PH.D., *Associate Professor of Education.*

A.B., St. Viator College, 1936; M.A., Loyola University, Chicago, 1940; M.A., University of Chicago, 1947; Ph.D., Fordham University, 1949.

S. MILLER WILLIAMS, M.S., *Associate Professor of English.*

B.S., Arkansas State College, 1951; M.S., University of Arkansas, 1952.

RAY H. WITHAM, B.A., *Assistant Professor of Mathematics.*

B.A., Illinois College, 1945.

RAYMOND P. WITTE, PH.D., *Professor of History; Director of The Evening Division.*

A.B., St. Mary's University, 1939; Ph.D., St. Louis University, 1947.

BLANCHE ZINK, PH.D., *Assistant Professor of Education.*

B.A., Southern Methodist University, 1948; M.A., *ibid.*, 1949; Ph.D., University of Texas, 1965.

LEO C. ZINSER, LL.B., *Assistant Professor of Drama and Speech.*

Ph.B., Loyola University, New Orleans, 1933; LL.B., *ibid.*, 1935.

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THE UNIVERSITY

HISTORY

The Jesuits arrived in New Orleans in 1847 for the purpose of establishing a college of liberal arts and sciences. A college preparatory academy and the College of the Immaculate Conception were established on February 1, 1849 at the corner of Baronne and Common Streets. In 1904 an Academy and College were opened on St. Charles Avenue opposite Audubon Park, and the two associated institutions were known as Loyola College. In 1911 the College of the Immaculate Conception was united with Loyola College on the present Loyola Campus. At the same time, the Loyola Academy and the Academy of the Immaculate Conception were united at the Baronne Street loca-

tion, to become the present Jesuit High School.

At the request of His Excellency, Most Reverend James J. Blenk, Archbishop of New Orleans, Loyola College was expanded to become Loyola University in the fall of 1911. Loyola University was duly incorporated by the General Assembly of Louisiana and empowered to grant all university degrees in 1912.



GOALS OF THE UNIVERSITY

The Jesuit university is set within the Church, of whose mission it is a part. The mission of the Church is to produce the Christian person; the mission of the Jesuit university is to produce the educated Christian person. The university as distinct from other agencies in the Church forms students in Christian wisdom.

In the Jesuit view, education includes the development and perfecting of the total human being. Hence no education is complete unless it includes the intellectual, moral, religious and spiritual formation of the student. Thus, the moral, religious and spiritual formation, which is of particular importance at the collegiate level, is an essential objective of every Jesuit college. To this formation all the activities and all the personnel of the college must contribute, according to their own natures and functions within the institution. The academic disciplines of philosophy and theology, which are the core of Christian wisdom, must foster the intellectual formation of the student and, in harmony with this goal and with the academic nature of these disciplines, contribute to the moral, religious and spiritual growth of the student into personal Christian maturity.

STUDENT GOALS

The ideal Jesuit college graduate should have achieved a level of academic maturity consistent with certain intellectual qualities. He must have the ability to analyze, synthesize, and evaluate evidence in pursuit of truth; he must also be able to distinguish various types of evidence associated with different kinds of methodologies in the humanistic and scientific disciplines. He should have a special competence in one of these disciplines in order to give depth to his learning in one area of investigation. When in possession of evidence, he should be able to communicate it effectively. He should also have an understanding of and be able to evaluate his own culture, its literature, art, and philosophy, both in its historical development and in its present structure; he should also have some

acquaintance with and appreciation of other cultures. Finally, he should have a deep understanding of Faith that will give him a unified view of life, an awareness of the Church as continuing Christ's redemptive action; and a clear perception of his proper role as a member of the Church.

The Jesuit university graduate should strive for personal maturity in his academic, moral, religious and spiritual development. He should be decisive in confronting life, courageous and hopeful in exercising initiative, yet loyal to legitimate authority. This will demand a positive-minded patience that is neither passivity nor abandonment of ideals. In response to the Christian vocation revealed in Scripture and Sacrament and specified by the contemporary needs and potential of the Church, he will be personally dedicated to Christ and generously committed to creative involvement and leadership in the intellectual, social, cultural, religious life of his world. He must also have a balanced appraisal of reality, especially of the material and the bodily, a recognition of the power and danger of evil, yet a reverence for the goodness of creation and of human achievement.

As a person he should be open in love to God and men of every race and creed; this will enable him to live sympathetically yet apostolically in a pluralistic world. He should have a developing familiarity in prayer with the three divine Persons. This will lead to liberality of mind, awareness of his Christian dignity, and freedom of spirit. Along with this he should have a balance of intellectual humility and independence whereby he respects the traditions and accomplishments of the past but is open to new ideas and developments.

COLLEGE OF BUSINESS ADMINISTRATION

The specific aims of the College are:

1. The conservation of knowledge and ideals and values.
2. The interpretation and transmission of knowledge and ideals and values.
3. The extension of the frontiers of knowledge through investigation and research.
4. The preparation for professions by an intelligent and thorough training in the principles underlying them rather than a mere ad hoc training in technique.
5. Loyola University seeks to stimulate and promote intellectual achievement not merely in the field of humanities, philosophy and theology—the Jesuit university's traditional sphere—but in every department of knowledge.
6. Loyola University will show proper consideration for the physical and mental health of its students. For this reason it will include a sane program of physical education in its curricular and co-curricular offerings.
7. As a Catholic university, Loyola University has a Catholic standard of values. Consequently, it places human and spiritual values above the purely material; at the summit of the hierarchy of values are the supernatural truths known through Divine Revelation.
8. Loyola University exists in order that Catholic thinkers and men of science, supported by a truly Catholic environment, informed in their attitude by the spirit of Christ and His Church, may be enabled by a truly unbiased, liberated, and enlightened intelligence to penetrate adequately to reality and to achieve by organized cooperative effort that universitas which is so urgently needed in the contemporary world. Loyola University demands the conscious production of an atmosphere vitalized by Christ; it must in its structure and in the common life of its teachers and students be thoroughly Catholic.
9. Loyola University's unity of thought emanates from its totality of outlook. God and the supernatural are at the basis of Jesuit education. The principle of integration in Loyola University is Catholic faith and practice.

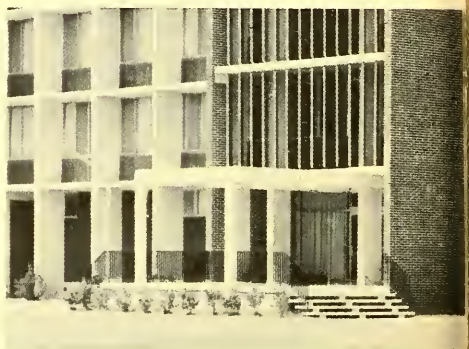
BEQUESTS AND GIFTS

Because of its rapid growth the University must look to its friends and benefactors, and to all those whose bounty is being devoted to the cause of higher education, for the generous contributions which will enable the University to continue its building program. The University hopes for a continuance of financial as well as moral support from those who believe in placing college education within

the reach of every deserving student, and who consider that education best which postulates as the foundation of its intellectual development the formation of character through moral and religious education.

The University cherishes the memory of all its benefactors, great and small. These share in the good works and prayers of the Jesuits of Loyola. Their generous assistance to the University, according to their means, will be remembered long after they are gone.

Those who are desirous of helping Loyola University in its sublime mission of higher education by erecting buildings as family memorials, or by endowing departments or lecture-chairs in any of its schools or colleges, are requested to make their donations, legacies and bequests in the proper legal form. One may specify the purpose for which the gift is to be used. This intention will be observed scrupulously.



ORGANIZATION

From 1926 to 1947 the four-year program leading to the degree of Bachelor of Science (in Economics), was offered in the Department of Commerce of the College of Arts and Sciences. The College of Business Administration is a natural outgrowth of this department. In 1947 the Board of Directors of the University authorized the establishment of this separate jurisdiction to afford training in business subjects, leading to the degree of Bachelor of Business Administration. In 1950 the College was admitted to Associate Membership in the American Association of Collegiate Schools of Business, and in 1957 the College was admitted to full membership.

The College of Business Administration at present conducts the following degree programs.

Accounting	Finance
Administrative Practices	General Business
Computer Sciences	Management
Economics	Marketing

OBJECTIVES

To meet and solve the perplexing and varied problems in his business the executive must be capable of thinking logically; of making sound judgments; of formulating correct policies of handling people; of collecting, analyzing and correlating factual data; and of keeping a proper sense of values in his human relations.

It is the conviction of this College that a well-ordered and properly integrated core of collegiate studies can give the business student a good preparation for the tasks ahead. The college training will not enable the student to by-pass experience and step-by-step progression in the business firm, but it should shorten the journey from apprenticeship to management responsibility. A student who has acquired the habit of thinking straight and analyzing logically, who has a broad understanding of the arts and an appreciation of the constituent parts of the economic machinery, and who has acquired the facility of getting along with people should be good management timber.

This College feels a direct responsibility for giving its students a college education, not just a collection of courses for job training. While the vocational aspects of college training for business are by no means neglected, the major emphasis is placed on developing an educated man: one who has a keen appreciation of his responsibilities to his fellowmen and to his community and one who has been imbued with high ethical principles.

As a first principle in collegiate training for a business career, the first two years of the program of studies should embrace a large measure of cultural and liberal arts subjects. Thus the work in the freshman and sophomore years is devoted largely to such liberal arts courses as English, social sciences, natural and physical sciences, language, mathematics, basic economics, philosophy, and religion. These lower division educational disciplines are deemed necessary and desirable to give the student a broad viewpoint and

a perspective for the intelligent understanding of the principles, procedures, and functions of business management and of human relations.

After this basic foundation comes the core of carefully selected business subjects to enlarge the knowledge of business and to sharpen the appreciation of management problems.

There is a certain similarity of principles in all business. The warp and woof of every business unit reveal fundamental activities such as production, marketing, labor relations, financing, accounting and controlling, collecting and interpreting statistical information, and business legal relations. It is these fundamental business activities that are analyzed and studied by the student of business under such course headings as accounting, banking, corporation finance, marketing, business communications, business law, business statistics, labor relations, and general management. These and other core subjects are required of all students.

Over and above the basic lower division group and the required core of business subjects the student may avail himself of a certain amount of specialization in any one of several upper division programs of study. By the end of his sophomore year the student shall have determined what program he elects to follow. This determination must be approved by his adviser and the Dean.

SPIRITUAL LIFE

The University appoints a Priest together with needed assistants to the post of University Chaplain for all the students. He is at their disposal at all times to guide, counsel and advise. Students will find him ready to assist them in their spiritual, personal and individual problems. He is responsible for all the organized spiritual activities on the campus.

RETREATS

There are no obligatory retreats at Loyola, but all students are encouraged to take part in one of the three types of retreats offered. The traditional closed retreats at one of the near-by retreat houses stress personal meditation and silence. A second type, called "An Experience in Christian Community" is offered to Loyola students and students of other colleges in the area. This type is made in a group of thirty to forty and stresses group discussion and activity. The third type is made in a private home with a group of ten to twelve. It stresses both personal meditation and group discussion. Besides these retreats, days of recollection are offered from time to time during the year.

SPIRITUAL ORGANIZATIONS

Chi Rho Mu is the primary spiritual organization on the campus. Its aim is to help students seek out and find their Christian response in the context of college life in the post-Vatican II Church.

INCAP, the Inter-Collegiate Community Action Program is composed of students from colleges, universities and nursing schools in New Orleans. The students work in slum areas of the city in such projects as tutoring, supervising recreation, taking children on cultural field trips, etc.

THE READING CENTER

The Reading Center offers courses to students which are designated to increase proficiency in reading by improving reading skills, stimulating greater interest in reading, and making the individual a more alert and responsive reader. The Center offers its developmental reading course to students on a voluntary basis; the course is recommended for students who demonstrate a need for assistance in vocabulary building, speed in reading, and comprehension. The course includes special testing, explanation of the learning process, various techniques of learning, controlled, and uncontrolled reading exercises. Advanced students who wish to increase their proficiency in reading before entering graduate study or occupations of their choice may also enroll.

TESTING AND GUIDANCE CENTER

The University provides psychological evaluation and counseling services to students for a minimal fee. Members of the faculty of the Department of Psychology staff the Center, whose purpose is to aid the student in solving his scholastic, vocational, or personal problems.

COMPUTER CENTER

The University owns and operates a modern digital Computer Center. The Center is used primarily for instruction of students and for research in all departments. It is also used in high speed data processing for the various business offices on campus.

PLACEMENT OFFICE-STUDENT EMPLOYMENT

This office serves as a focal point for bringing together students who are interested in employment after graduation and employers seeking this talent. Each year interviewers from a wide range of national and local concerns are brought on campus. Also included in this service is a job-finding bureau for part time and summer employment.

THE STUDENT HEALTH SERVICE

Loyola University maintains a medical service on the campus for students, both resident and non-resident, faculty and staff.

It is operated under the following rules:

1. Students, both resident and non-resident, entering Loyola for the first time or re-entering the University must undergo a physical examination by their personal physician, before their registration is officially completed. A signed medical release form is absolutely necessary for resident students. Mandatory health insurance is required for resident students and is optional for non-resident students.

2. The University may also require physical examinations at other designated times during the student's stay.

3. A student may be refused admission to the University on the recommendation of the medical examiners. This board also may request a student already enrolled to withdraw.

4. A student may see the University Physician during his office hours on the campus, Monday through Friday.

5. Patients confined on the campus will be visited by the University Physician or by the physician of the student's choice at their own expense.

6. Medicines or hospitalization are not provided by the University's health service.

RESERVE OFFICERS TRAINING CORPS

The Department of the Army maintains a General Military Science ROTC unit at Loyola. Students admitted to the Advanced Course may, prior to graduation, request a Reserve commission in a branch in which their professional major will qualify them. Instruction is given in subjects common to all branches of the Army.

All physically fit male students of the College of Arts and Sciences, except veterans, are required to participate in two years of Military Training, normally during their first two years. Physical fitness is determined by examination without expense to the student. Those who fail to take the physical examination at the proper time or who have late registration will be charged a nominal fee.

UNIVERSITY JOURNAL

Social Digest, an interdisciplinary monthly published by Loyola University, prints original studies and excerpts from books and speeches dealing with business, education, ethics, family, law, psychology, public life, and sociology. The monthly is edited by Dr. Hubert F. Schiffer, S.J., professor of managerial economics, and has an average monthly circulation of 7,100 in all states and 55 foreign countries. The regular subscription price is \$3.00 a year (402 pages), \$2.50 for Loyola students. Campus P.O. Box 157.



HOW TO APPLY

FOR ADMISSION

1. Request an application blank from the Director of Admissions.
2. Applicant must complete and return Part I.
3. Attach to the application blank an application fee of \$10.00 payable to Loyola University. This fee is neither deductible from the tuition nor refundable.
4. Attach to the application blank a recent photo approximately 2" x 2".

FOR HOUSING

Applicants interested in housing information should contact the respective housing officers. No reservations can be made until the student has been officially admitted by the Admissions Director. No students admitted on a part-time basis are entitled to housing.

FOR SCHOLARSHIPS AND FINANCIAL AID

Applicants interested in scholarships or financial aid should contact the Financial Aid Director.

FOR ENTRANCE EXAMINATIONS

All applicants must take the *Scholastic Aptitude Tests* of the College Entrance Examination Board and have the results sent to the Director of Admissions.

Those applicants who consider that their high school background and achievement may qualify them for admission to courses beyond the ordinary Freshman level are advised to take *Achievement Tests*. These are one hour tests administered in the afternoon of each test date set for the Scholastic Aptitude Test. Any three of the following Achievement Tests may be taken:

- *American History and Social Studies*
- *Chemistry*
- *French—German—Latin—Spanish*
- *English Composition*
- *Advanced Mathematics*

The scores established in these tests will be referred to the chairmen of the respective departments at Loyola for decisions concerning the extent of advancement.

FOR ADVANCED PLACEMENT

The University participates in the Advanced Placement Program in order to enable superior students to follow at Loyola enriched programs in their chosen fields. It is the responsibility of applicants who have taken Advanced Placement Courses and Examinations to apply for placement and credit in college-level courses.

ADMISSION REQUIREMENTS

Entering Freshmen and Transfer students must present proper credentials as listed below. These must be filed with the Director of Admissions no later than one month prior to registration.

- I. *Entering Freshmen* are admitted by graduation from an approved high school accompanied by acceptable scores in the CEEB tests. They must present the following high school units:

English.....	4 units
Social Sciences.....	2 units
*Mathematics.....	2 units
Natural Sciences.....	1 unit
**Electives.....	6 units
- II. *Transfer Students* from other accredited colleges or universities will be given Advanced Standing at the discretion of the Committee on Admissions, provided they have fulfilled the high school requirements for admission and in addition present a transcript of college credits certified by the proper official of all colleges and universities attended, and giving statement of honorable withdrawal. Credits presented from a non-accredited institution will be accepted rarely, and only if the student has made satisfactory grades in his first semester at Loyola. *No transfer student will be accepted unless he has attained a "C" average for all hours attempted during the preceding year at the college from which he transfers, has a general "C" average for all hours attempted previously in college, and has no faculty or disciplinary action against him.*
- III. *Out-of-Course Students*—A limited number of students who, though qualified for admission do not wish to be degree candidates, may be permitted by written permission of the Dean to register as Out-of-Course, not to exceed four semesters. Such students may later become degree candidates if their status is changed to that of a regular student with a minimum schedule load of twelve semester hours.

*At least one unit must be algebra.

**May be either academic or vocational.

- IV. *Part-Time Students*—A limited number of mature and qualified students may be permitted by written permission of the Dean to work toward a degree on a part-time basis for a period not to exceed four semesters. At the end of this period the student must either change his status to that of a regular student or withdraw.
- V. *All students* must undergo a physical examination by their personal physician prior to entrance. This examination must include a physician's certification of vaccination against smallpox within the twelve months prior to matriculation.
- VI. *All students* are required to pay a reservation deposit of \$100 upon official acceptance to the University. (Boarding students must deposit \$150.) These deposits are deductible from the tuition and room and board but are not refundable.

CREDENTIALS

Applicants for admission as freshmen, or with advanced standing, must submit official records from all schools and colleges attended. These credentials are to be sent directly by the proper officer of the school or college in which they were earned and not through the student. Credentials which are submitted for admission become the property of the University, even in the case of applicants to whom admission is denied, and are kept permanently on file.

It is recommended that applicants who desire admission immediately on graduation from high school have their credentials sent to the Director of Admissions at the beginning of the last term of their senior year. These credentials should include the past scholastic record, together with a list of courses in progress during the final term of the senior year and the applicant's rank in class. This will enable the Committee on Admissions to grant tentative admission pending receipt of complete and final records.

RESTRICTION OF ADMISSIONS

The University reserves the right to refuse admission to applicants whose previous work is of such a grade as to create a doubt regarding their ability to pursue successfully their scholastic work in the University.

Students should be present on the opening day of classes. They will not be admitted after the first five class days. Freshmen must be present on the opening day of Freshman Orientation Week.

STUDENT EXPENSES

Students are expected to pay the full tuition for one semester on the day of registration of each semester.

All arrangements for payment must be made with the Treasurer of the University before the completion of registration.

Tuition for eight complete semesters is required of all students, regardless of the number of hours taken during any one semester.

Resident students are expected to pay room and board charges on a semester basis.

BASIC EXPENSES

Tuition (\$600.00 per sem.)	\$1,200.00
Part time-regular students (per sem. hr.)	\$ 35.00
Part time-accredited teachers (per sem. hr.)	28.00
Part time-religious (per sem. hr.)	21.00
Student Center Fee	20.00
Room and Board (per academic year)	
Men	(range).... \$ 850-\$ 950
Women	(range).... \$1010-\$1260

Contingent Fees

Late Registration Fee	\$ 5.00
Registration Fee for degree only (per semester)	25.00
Subject Change Fee	5.00
Late Examination Fee	2.00
Additional Transcript Fee	2.00
ROTC deposit (refundable)	25.00
Resident Students (damage, breakage and key deposit—refundable)	25.00
Student Health Insurance (range)	\$16.50-\$20.00

Fees for Seniors

Graduation Fee	\$ 25.00
Cap and Gown deposit and rental	30.00

The Late Examination Fee will be charged for any examination taken later than the assigned date, no matter what the excuse. No late examination will be given without the written permission of the Dean.

The Transcript Fee. For all transcripts sent after the first one there is a \$2.00 fee. However, when a student requests more than five transcripts at one time he is charged \$2.00 for the first copy and fifty cents for each additional one.

The Graduation Fee and Cap and Gown Deposit are paid on the date designated by the Finance Office. Provided the cap and gown are returned in good condition immediately after graduation \$25.00 will be refunded. If they are returned more than two months after graduation only \$10.00 will be refunded.

TUITION PLAN

Students are strongly urged to subscribe to the Tuition Plan, a special convenience offered to those who prefer to pay the tuition in equal monthly installments. The following plans are optional and available at the cost indicated.

One Year Plan	(8 payments) 4% more than Cash Price
Two Year Plan	(20 payments) 5% more than Cash Price
Three Year Plan	(30 payments) 6% more than Cash Price
Four Year Plan	(40 payments) 6% more than Cash Price

The two, three and four year plans include Parent Life Insurance for qualified parents. This insurance coverage provides funds for the cost of the remaining period of schooling covered by the contract, if the parent who has signed the contract dies. A descriptive pamphlet will be sent upon request from the Director of Admissions.

REFUND POLICY

It is the duty of the student, in case of official withdrawal from the College, to apply to the Finance Office for refund of tuition. Refunds are made on the following basis: Within first week of semester—80%; one to three weeks of semester—60%; three to five weeks of semester—40%; no refund after five weeks.

No refunds are made when a student is suspended or dismissed for academic or disciplinary reasons.

Special consideration regarding refunds will be given to students either voluntarily entering the Armed Services or being drafted.

SCHOLARSHIPS AND FINANCIAL AID

ACADEMIC SCHOLARSHIPS

Requests for all scholarship information should be directed to the Financial Aid Office. The deadline for requesting Academic Scholarship applications is January 15.

The President's Scholarship (Available to all Jesuit High Schools)
This scholarship is awarded by the President of the University to the student graduating first in his class. It is a full tuition scholarship.

Honor Scholarship (Available to selected Catholic High Schools)
This scholarship is awarded to a student finishing among the first five in the graduating class. It may not be awarded to anyone graduating lower than fifth. The Principal is authorized to designate the recipient of this scholarship. It is a full tuition scholarship.

Founded Scholarships (Available to all High Schools)

These scholarships, made available through the generosity of benefactors of Loyola University, are awarded by the Committee on Scholarships on the basis of academic achievement and financial need.

STUDENT ASSISTANTSHIPS

It is possible to defray a portion of the tuition costs through performance of on-campus work for a specified number of hours a week in the various departments of the University. These jobs are limited and are not given out until after the Fall Semester is in session.

Work-Study Program

This is an on-campus employment program supported jointly by the University and the Federal Government. Eligibility is based on financial need. These jobs are limited and are not given out until after the Fall Semester is in session.

LOANS

Louisiana Higher Education Assistance Loan

The State of Louisiana will agree to guarantee loans negotiated between specific banks and college students who are legal residents of Louisiana. The loan is limited to \$1,000 per year and a \$5,000 aggregate. Interest is paid by the state while the student is still in school. The interest is 6%, 3% of which will be repaid by the Federal Government if the family's adjusted income is less than \$15,000.

National Defense Student Loan Program

This program has been instituted by the Federal Government for the purpose of making long term, low-interest loans to qualified students. The maximum amount a student may borrow is \$1,000 in an academic year and the total is limited to \$5,000. The amount borrowed is determined by the University. The loan begins to accrue 3% interest nine months after the student leaves school. The loan matures ten years after this termination.

U. S. Loan Program for Cuban Refugees

This is a program limited to students who cannot get help from home for their education in the United States. Three per cent on this loan begins one calendar year after cessation of enrollment in the University, the loan reaching maturity in ten years.

Out-of-State-Loans

Most states have state loan programs for residents of their state. Some are handled by the state agency and some are handled by pri-

vate agencies for the state. Students interested in these loans should check with their State Office of Education or their local bank.

Educational Opportunity Grants

Grants are given under this program by the Federal Government to a limited number of undergraduates with exceptional financial need. The grants range from \$200 to \$800 per year and must be matched by funds from a loan, scholarship, or student assistantship.

CPA Wives' Club Loan Fund

The C.P.A. Wives Club of New Orleans has set up funds to assist accounting students at both the graduate and undergraduate levels. The maximum amount available to a student per academic year is one-fourth of the tuition, but cannot exceed \$200.

NOLA Chapter, National Secretaries Association Loan Fund

In cooperation with NOLA Chapter, National Secretaries Association (International), funds are made available to female students in the Administrative Practices Program of the College of Business Administration. The maximum annual loan to a student is one-fourth of the tuition of any school year, or \$175, whichever is greater.



STUDENT HOUSING

Policy for Out of Town Students:

Full time undergraduate men and women students under 23 years of age are required to reside in University housing. Requests for information should be directed by men to the Director of Men's Housing and by women to the Directress of Women's Housing.

Reservations:

The step toward a reservation is to return all information requested by the Admissions Office. Eligible students are notified by the Director of Admissions that \$150 deposit will be required for reservations. Fifty dollars of this deposit applies to the student's housing charges and is not refundable if the student cancels his housing. The student must have a signed contract along with all required housing forms, i.e., a medical release form, before his housing reservation will be honored.

Undergraduate Men:

Beaver Hall is a six story dormitory on the north side of the campus. This structure is completely air conditioned and centrally heated and houses 410. Rooms are for double occupancy and are equipped with a phone. Each student has a private locker, single bed, chest of drawers, and desk. A laundry pick-up station which also dry cleans is housed on the ground level. Mail boxes, and washing and drying facilities are also provided. Jesuit priests are available for counselling. All supervision is under the Head Resident and his assistants who are student monitors.

Other Student Housing:

The University maintains other residences namely, Martin and Carey Halls. Each hall houses approximately 25 students. Rooms are single or double. Laundry, social and recreational facilities are housed in each hall.

Contract Meals:

Both men and women residents must contract for room and board. Students eat the meals included on their meal contract calendar in a special contract dining room of Danna Center. The meal contract charges exclude holidays.

**Women:**

Buddig Hall is a twelve story dormitory for women on campus. Capacity of this dormitory is 429. Each suite has individual controls for central heat and air conditioning. These suites house two rooms sharing bath facilities. Each room has its private wash basin and cosmetic stand, 2 single beds, 2 desks, 2 chest of drawers, a bulletin board, book shelves, and a phone. Laundry facilities with washers and dryers are located on the ground floor. A linen and dry cleaning pick-up rental station plus many other conveniences are housed in the building. A limited number of single rooms are available with private bath facilities. Cost will vary with accommodations received.

Cost:

Students residing on campus are on a room and board plan. Charges, therefore, cover room and board and are due on a semester basis at the time of registration. Charges may vary with desired accommodations and services or availability of housing facilities.

Men: \$ 850- 950 per year (Sept.-May)

Women: \$1,010-1,260 per year (Sept.-May)

The above cost does not include cost of the required resident health insurance nor the \$25 deposit for breakage damage and keys. Room charges exclude Christmas holidays as per the University calendar.

The \$25 deposited for damage, breakage and keys is payable at the time of occupancy. This deposit will be retained by the Finance Office and drawn upon by the housing office when necessary. The full amount of the deposit or the balance will be refunded at the time of a student's official withdrawal from housing or upon graduation.

The \$50 room deposit sent through the Admissions Office is credited to the student's room and board charges. It is not refundable if the student cancels his housing request.

STUDENT ORGANIZATIONS

B.A. CENTRAL COMMITTEE

The Central Committee of the College of Business Administration is an organization which has a twofold purpose: first, to coordinate Business Administration organizational activities; second, to plan and promote major functions of the College of Business Administration. The committee consists of the presidents of all Business Administration organizations; the Student Body President serves as chairman.

STUDENT COUNCIL

The Student Council consists of thirty-five members, representing the College of Arts and Sciences, the Schools of Law and Dentistry, the Colleges of Music, and Business Administration and the Evening Division. These students are selected by the student body with the approval of the Dean of Students. The Council serves to unify student thought and action. It conducts general meetings and elections, sponsors and manages interclass contests and leads and directs student activities.

STUDENT UNION

The Student Union consists of over 175 selected students whose purpose is to promote and coordinate the various activities in the University's Danna Center. It has five officers and nine committees: Fine Arts, Current Events, Dance and Entertainment, Hospitality, Personnel, Publicity, Recreation, Public Relations and Radio Station WVSU.

HONORARY FRATERNITIES AND ORGANIZATIONS

In order to give recognition and encouragement to high standards of scholarship among the students, several honorary scholastic fraternities and organizations have been established on the campus.

ALPHA SIGMA NU Membership in Alpha Sigma Nu, national honorary Jesuit scholastic society, is the greatest honor which can be bestowed upon undergraduate male students of the University who have distinguished themselves by scholastic achievement. Sole honor group set aside for that purpose on the campus, the Loyola Chapter was established April 26, 1936. The two highest ranking students in each school or college of the University are nominated for membership each year. Final selection is made from their number.

BETA ALPHA PSI The purposes of this national professional and honorary fraternity are to stimulate interest and cooperation in accounting; to encourage and foster the ideal of service as the basis of the accounting profession; to promote the study of accountancy and its highest ethical standards; to act as a medium between professional men, instructors, students and others who are interested in the development of the study or profession of accountancy; to develop high moral, scholastic and professional attainments in its members; and to encourage cordial intercourse among its members and the profession generally. Accounting majors of junior standing with a 3.00 quality point average in four completed accounting courses and a 2.50 average in all other subjects shall be considered for election to membership.

BETA GAMMA SIGMA The purposes of this national honor society are to encourage and reward scholarship and accomplishment among the students of business administration; to promote the advancement of education in the art and science of business and to foster integrity in the conduct of business operation. Only seniors who rank in the upper tenth of their graduating class and juniors among the highest four per cent of their class are considered for election to membership.

BLUE KEY Blue Key is a national honorary service fraternity whose members are chosen by the active student chapter from male students who have distinguished themselves in leadership, activity, scholarship and service rendered the University. The Loyola chapter was founded September 14, 1931.

CARDINAL KEY Cardinal Key national honor sorority was established in 1953. Election to the sorority is the recognition of achievement by a Loyola co-ed in scholarship and extra-curricular activity. The organization seeks to advance religion, patriotism, and service by affording training for leadership in the college community.

KAPPA DELTA PI Kappa Delta Pi is an honor society in education to encourage high professional, intellectual, and personal standards and to recognize outstanding contributions in education. Zeta Rho Chapter, established at Loyola on October 8, 1949, taps those undergraduates who achieve a quality point average of 3.3 and graduate students who earn a quality point average of 3.5.

PROFESSIONAL AND ACADEMIC SOCIETIES

ACADEMY OF FINE ARTS The Academy of Fine Arts was founded in 1941, to encourage and stimulate interest in the cultural fields of art, architecture, literature, music and related subjects.

ADMINISTRATIVE MANAGEMENT SOCIETY Functioning under the auspices of the Administrative Management Society through the New Orleans Senior Chapter, this collegiate organization fosters interest in management principles and policies among the students. Its primary purpose is to establish relations with management through talks by its representatives and tours for members intended to give further insight into the problems and practices of management. The organization also actively participates in the business meetings and the panel discussions of the New Orleans Senior Chapter. Members are selected from the outstanding junior and senior students who are scholastically proficient in business administration subjects, and particularly in management courses.

AMATEUR RADIO CLUB The Amateur Radio Club was organized in September, 1945. Its primary purpose is to aid its members in preparing for the code and theory examinations required by the Federal Communications Commission for Amateur Radio Operators. Members operate W5LJY, located on the campus.

CONSERVATIVE CLUB The Conservative Club of Loyola was founded in 1961-1962. Its aim is to preserve, by means of education, the constitution of the United States, free enterprise, and the Catholic principle of subsidiarity. Promotion of conservative points is effected by the distribution of literature, guest speakers, and public debates.

DELTA SIGMA PI Delta Sigma Pi is an international professional commerce fraternity. Its purposes are to foster the study of business in universities, to encourage scholarship, social activities and the association of students for their mutual advancement by research and practice; to promote closer affiliation between the commercial world and students of commerce; and to further a high standard of commercial ethics and culture and the civic and commercial welfare of the community.

EDWARD DOUGLASS WHITE DEBATING SOCIETY Named for the statesman and jurist of Louisiana who became the Chief Justice of the United States Supreme Court, the Edward Douglass White Debating Society was established in September 1925. Its purpose is to foster an interest in the art of self-expression and eloquence. From its members is chosen the varsity debating team which represents the University against teams from throughout the nation.

NATIONAL COLLEGIATE ASSOCIATION FOR SECRETARIES The National Collegiate Association for Secretaries (NCAS) is an organization for students enrolled in either the programs of Administrative Practices or Business Education. Its activities are designed to encourage the exchange of ideas and experiences of the members; to promote a spirit of fellowship among the students; and to establish contacts with business men and women.

PAN AMERICAN CLUB For the purpose of intimate study of inter-American relations, and to stimulate friendly cooperation among the Spanish and English speaking students of Loyola, the Pan American Club was organized on October 12, 1947. Chief among the club's activities are Pan American Day and cooperation with the Loyola Language and Cultural Center in Mexico City.

PHI CHI THETA Phi Chi Theta is a professional commerce fraternity for women. Its purposes are to promote the cause of higher business education and training for all women, to foster high ideals for women in business careers, and to encourage fraternity and cooperation among women preparing for such careers.

PHILOSOPHY CLUB Reactivated in October 1953, the Philosophy Club offers an annual lecture series. The organization inaugurated the St. Thomas Aquinas Lecture in Philosophy delivered each year on that Saint's feast day.

REPUBLICAN CLUB The purpose of the organization is to collect, analyze, and discuss political affairs, to promote better political ideals, and to support worthy Republican candidates for public office. The club offers an opportunity for political expression and recognition.

SPIRITUS The purpose of the organization is to promote student interest and devotion to Loyola University in its athletic events and its cultural and intellectual activities.

STUDENT DEMOCRATIC ASSOCIATION The Loyola Student Democratic Association exists to foster awareness and understanding of the problems and opportunities in our democracy. Activities include weekly meetings, discussions of issues of importance to the political, social and economic affairs of the United States, a film series, and guest lecturers.

THE NEW LOYOLA THEATRE The New Loyola Theatre is an outgrowth of a former theatrical organization on campus, the Thespians. This theatre holds open auditions for all of its productions and presents to the Loyola student body the finest works of playwrights past and present. Rehearsals and performances are conducted on a thoroughly professional basis to provide interested students with solid theatrical training.

UNIVERSITY BAND The band provides students with the opportunity to develop musical ability and taste, and to acquire practical experience through performance at concerts. Band activities include two formal concerts, a concert tour, presentation of a guest conductor and soloist, television shows, and performance at University functions and athletic events. Membership is open to all students who have the required ability and training.

SERVICE ORGANIZATIONS

ALPHA PI OMICRON Organized in September 1938, Alpha Pi Omicron, service fraternity, provides an organized means by which the male students of Loyola may render service to the University, its faculty, and student body. Among its activities are the publishing of the Loyola University Directory, distributed free of charge to the entire University, ushering at forums and commencement exercises, and serving the quarterly alumni breakfasts.

LAMBDA SIGMA LAMBDA Lambda Sigma Lambda, service sorority, was organized to serve the university, its faculty and student body in all ways possible and in so doing to instill in its members the virtues of generosity, dependability, initiative, leadership, loyalty and cooperation. Founded on October 16, 1941, the sorority places itself at the disposal of administrative offices and student organizations to aid them in any way whatsoever.

STUDENT PUBLICATIONS

MAROON The University newspaper, the *Maroon*, is published about 25 times during the year by a student staff under the direction of the faculty of the Department of Journalism. Positions on the editorial and business staffs are open to all students of the University.

PERSONNAE *Personnae* is the campus literary magazine and is published under the sponsorship of the Loyola English Department. It offers a showcase for talented Loyolans as well as an entertaining magazine for all. All Loyola students may submit short stories, articles, poems and illustrations.

STUDENT DIRECTORY Alpha Pi Omicron, service fraternity, presents to the faculty and students the *University Directory*. Contained therein is the name, address and telephone number of every member of the faculty, student body, and staff of the University. This book is presented free of cost and edited entirely by members of APO.

STUDENT HANDBOOK *The Student Handbook* or "*L*" *Book* was first published as an aid and guide for Freshmen. While maintaining this purpose, it is now presented annually by the Student Council as a reminder to upperclassmen of the ideals, traditions, and regulations of Loyola.

WOLF *The Wolf* is the yearbook of Loyola University. Executive heads are chosen from among undergraduate staff members. It is their duty to gather and edit a pictorial record of each year's activities and to present it to the student body as a memento of their college careers.

DANNA CENTER

Serving as Loyola's community center, Danna Center provides a convenient and inviting place to meet friends, relax and recreate. In addition to dining, recreation and meeting facilities the Center houses a bookstore, post office, barber shop and beauty parlor.

The offices of the Dean of Students and Dean of Women and the Financial Aid Officer are located in the Center as well as offices for the Student Council and Student Union.

The studio of campus radio station WVSU is also located in the Center.



Awards

ACCOUNTING MEDAL Each year the Society of Louisiana Certified Public Accountants awards a proficiency medal to the Loyola College of Business Administration senior student who has achieved the highest grades in his class for accounting studies for four years.

ADMINISTRATIVE MANAGEMENT SOCIETY AWARD Awarded each year by the Loyola Chapter of the AMS to the senior in Business Administration who, in the opinion of the chapter, has exhibited the greatest degree of aptitude for achievement in the field of management.

BETA ALPHA PSI AWARD The Grand Council of Beta Alpha Psi, national professional and honorary accounting fraternity, awards a scholarship certificate to the graduating fraternity member who has attained the highest point hour ratio in accounting as of the close of the semester preceding graduation.

JOHN V. CONNOR AWARD

REV. JOSEPH A. BUTT, S.J., AWARD

Each year the Alumni Association of the College of Business Administration awards two keys to the graduating seniors who have achieved the highest scholastic standing in that class. The John V. Connor Award is granted to the qualifying male senior, and the Rev. Joseph A. Butt, S.J., Award is granted to the qualifying female senior.

CORRADO-AHERN AWARD The Corrado-Ahern Award is given each year to the sophomore who best exhibits attributes of scholarship, leadership, religious devotion, and service to the University and his fellow students.

DEAN'S AWARDS An annual presentation by the Dean of the College of Business Administration of awards to the graduating seniors who have performed distinguished service or have made significant progress in areas not recognized by other established awards.

DELTA SIGMA PI SCHOLARSHIP KEY To encourage high scholarship Delta Sigma Pi presents annually at every university where it has a Chapter, the Delta Sigma Pi Scholarship Key which is awarded by the faculty to that senior, who upon graduation ranks highest in scholarship for the entire course in commerce and business administration.

JAMES N. MASTERS MEMORIAL AWARD This award is presented in honor of James N. Masters, first deceased member of Delta Nu Chapter of Delta Sigma Pi, and consists of a permanent plaque donated by Mrs. Masters and a smaller plaque donated by the Fraternity. The permanent plaque contains the name of each recipient and is kept in Stallings Hall. The smaller plaque is given to the recipient.

This outstanding member award is given annually to that member of Delta Nu Chapter who, more than any other member, has advanced the true purpose of the Fraternity. The recipient is selected by vote of the active membership of the Fraternity.

NCAS SCHOLARSHIP AWARD This award is presented annually to the senior member of the Loyola Chapter of the National Collegiate Association for Secretaries who has the highest overall average for her four years of college work. Other factors that may be taken into consideration are service to the organization, attitude, cooperation, and future potential.

NOLA CHAPTER, NATIONAL SECRETARIES ASSOCIATION AWARD This award is presented annually to the best all-round graduate in the Administrative Practices Program. Areas of consideration for the recipient of the NOLA Chapter, NSA, Award are high scholastic standing, poise, attention to detail, pleasing personality, and leadership.

OUTSTANDING FRESHMAN AWARD An annual award given to three freshmen (two male students and one female student) by Delta Sigma Pi Fraternity. Students are selected by the members of the freshman class. Factors considered in the selection are cooperation with school programs, contributions to the College of Business Administration and leadership and participation in school functions. Although this is not a scholastic award, to be eligible a student must be in good standing.

OUTSTANDING JUNIOR AWARD An annual award given to two juniors by the Beta Zeta Chapter of Beta Alpha Psi (outstanding male) and the Gamma of Louisiana Chapter of Beta Gamma Sigma (outstanding female). Students are selected by Fraternity members and submitted to the faculty for final approval. The award is based on cooperation with school programs, contributions to the College of Business Administration, and leadership and participation in school functions. Though this is not a scholastic award, a student must be in good standing to be eligible.

PHI CHI THETA NATIONAL KEY AWARD Key awarded annually on the basis of scholarship, activities and leadership, by a committee of the faculty and Fraternity members, to the woman student in the College of Business Administration who fulfills these requirements best at the completion of her senior year.

THE FANT TAYLOR AWARD This is an award of a specially designed gold key and a gold key chain for men or a gold bracelet for young ladies. This award is donated by Mr. J. Fant Taylor, owner-manager of the Taylor Furniture Mart of New Orleans, and is intended to inspire young men and women to higher achievement in marketing and merchandising. It is awarded to a senior in the College of Business Administration for outstanding achievement in marketing.

THE WALL STREET JOURNAL ACHIEVEMENT AWARD This is an award of a silver medal and a one year's subscription to the *Wall Street Journal*. It is granted to the graduating senior in the College of Business Administration who in the judgment of the faculty members engaged in teaching finance and economics has earned the highest average in the elective fields of economics and finance.

JOHN X. WEGMANN, SR., ACHIEVEMENT AWARD The John X. Wegmann, Sr., Achievement Award was established in memory of Mr. Wegmann, who was a distinguished civic and business leader, a faithful servant of his Church, and a true friend of Loyola University.

It is awarded each year to the graduating senior who, in the judgment of the faculty, has been most outstanding in scholarship, leadership, character, sincerity of purpose and loyalty in promoting the objectives and ideals of Loyola University and of the College of Business Administration.



ADMINISTRATIVE PROCEDURE

KNOWLEDGE OF REGULATIONS

Every student is to acquaint himself with all the regulations of the University that pertain to him. Ignorance of a regulation is not accepted as an excuse for its violation. These regulations are to be learned from the Student Handbook, official instructions given to the students, and posted official notices. When a student registers in the University, it is understood that both the student and the student's parents or guardians agree to the student's being governed by the regulations of the University, and will abide by decisions that may be made by officials of the University regarding the student.

INSTRUCTION

The unit of instruction is one hour a week for one semester. Two hours of work in a laboratory are considered equivalent to one hour of class work. Students may receive credit only for the number of hours published for a course.

ATTENDANCE

The University is insistent on regular and punctual attendance. Each tardiness, defined as a student's failure to be present when his name is called at the beginning of each class or laboratory, will be counted as a third of an absence.

The student coming late is responsible for seeing that the instructor changes the absence noted at the beginning of the class to a tardiness.

Any student incurring more than six absences in a course which carries three or more semester hours will be dropped from the course automatically. In courses of less than three semester hours the maximum number of absences will be double the number of semester hours, e.g. in a two semester hour course, four absences will be the maximum allowed; in a one semester hour course, two absences will be the maximum.

Double cuts should be registered before and after the major holidays only, viz., Thanksgiving, Christmas, Mardi Gras, and Easter. Double cuts should be registered only on the last University class day before the beginning of the holidays and the first University class day after the holidays. For example, if the holidays begin on Friday, the last class day being Thursday, a student would not incur double cuts on Wednesday, even if his last classes before the holidays were on Wednesday. Similarly, if University classes are resumed on Thursday, when a student would have no classes scheduled, and he skips scheduled classes on Friday, double cuts would not be incurred on Friday.

Students who have exceeded the maximum number of absences will have a right to petition the Committee on Attendance for reinstatement.

Students petitioning reinstatement should do so within twenty-four hours after they receive notification that they have been dropped from a course. The petition must be submitted by letter to the Dean of Students and must include the reason for each absence, giving dates, etc. While the petition is being reviewed by the Committee on Attendance the student will be permitted to attend class. The decision of the Committee on Attendance will be final. Extended absences due to sickness must be verified by a doctor's certificate.

Students entering class more than five minutes after the starting bell will be recorded absent.

Absences for any excuse whatever do not exempt a student from quizzes, tests, examinations, or other written work required during the period of absence. The responsibility for making up such work rests wholly upon the student. A failing grade for the omitted work will be charged against the student if he does not fulfill his obligations within the time limit determined by his professors.

CLASS ATTENDANCE OF HONOR STUDENTS

All undergraduate Juniors and Seniors in the College of Arts and Sciences with a 3.5 average or higher for a semester are allowed unlimited cuts in all their subjects, laboratories excluded, for the following semester.

WITHDRAWAL FROM THE UNIVERSITY

A student who withdraws from the University during a semester before taking the final examinations of the semester forfeits all credit for work done in that semester.

To withdraw officially from the University a student must:

- 1) Obtain withdrawal forms from the Office of the Registrar.
- 2) Obtain signatures of designated officials on withdrawal forms. (These forms will not be signed until the student has cleared all obligations to the University.).
- 3) Resident students must officially withdraw by obtaining clearance through the housing office.

Withdrawal is not complete or official until all signatures have been obtained and forms are returned to the Office of the Registrar.

Those students who withdraw officially from the University *prior* to mid-semester grades will not have grades recorded in those courses for which they were registered at the time of withdrawal.

All students who withdraw officially from the University *after* the mid-semester grades will be assigned a grade for each course for which they were registered at the time of withdrawal. If the grade is passing at the time of withdrawal a grade of WP will be assigned. If the grade is failing, a grade of WF will be assigned which shall indicate a failure in the course.

Those students failing to complete official withdrawal from the University will incur a grade of "WF" in all courses for which they are registered. These grades are placed on the student's permanent record and are not subject to change. Students are reminded that they must complete official withdrawal from the University before the termination of the semester in which they have registered.

In the case of a student who is called to active duty in any branch of the armed services before the date for final examinations in the semester, the following exceptions to the formal regulations have been made:

- 1. Should a second semester senior be called to military service within six weeks of the date of commencement exercises, he will have the dates of his final examinations advanced, and, if he passes successfully, he will be granted full credit and his degree.*
- 2. A senior in his first semester, or a junior, sophomore, or freshman in either semester who is called into military service within four weeks of the end of the semester will have his examination dates advanced, and, if he passes successfully, be granted full credit for the semester.*
- 3. A notation of the action taken by the University in accordance with the provisions made above will be made on the records and transcripts of the students who have received full credit under these provisions.*

SCHEDULE CHANGES

A student desiring to drop a scheduled course or to add another course after his semester's schedule has been filed in the Registrar's Office should consult with his Adviser or the Chairman of the Department in which he is registered from whom he should obtain written permission to revise his schedule. This written permission should be presented by the student to the Dean for approval. Permission to add a course or change from one section to another will not be granted after the date indicated in the Session Calendar as the last day for schedule adjustments.

Students remaining in the University who drop one or more courses after the date indicated in the Session Calendar as the last day for schedule adjustments must be assigned a grade. If the grade is passing at the time the course is dropped a grade of WP will be assigned. If the grade is failing, a grade of WF will be assigned which will indicate a failure in the course.

CLASSIFICATION OF STUDENTS

Those students are ranked as Sophomores who have credit for twenty-four semester hours; Juniors, those who have fifty-six semester hours; Seniors, those who have ninety-two semester hours. Students not included in any of these classifications are registered either as special students or as out-of-course students.

GRADES AND REPORTS

A report of the semester grades made by a student in his scheduled subjects is sent to the student at the middle and end of each semester. Grades are reported as follows:

A (93-100) excellent; B (85-92) very good; C (77-84) good; D (70-76) merely passing; F (0-69) failed; W withdrawal from subject course with permission; WF, withdrawal with failing grade or failure because of excessive absences; WP, withdrawal with passing grade; I, incomplete grade.

All incomplete grades must be removed before the end of the following semester. Otherwise, they become failures and are so recorded. However, it is more beneficial to the student if the incomplete grade is removed before the middle of the following semester in order that an undue burden is not placed on the student when preparing for his scheduled final examinations.

Semester grades are determined as follows:

<i>Pre-examination work in first half of semester</i>	40%
<i>Pre-examination work in second half of semester</i>	20%
<i>Final Examination</i>	40%

QUALITY POINT RATING

No student will be permitted to graduate unless he has established a quality point average of 2.0 in his work towards the desired degree.

N. B. The quality point average is determined by dividing the total of quality points earned by the total hours attempted.

Quality points are earned in the following manner: for the grade of "A," in a subject course, the student is credited with four times as many quality points as semester hours allowed for that course; for the grade of "B," three times as many quality points as semester hours; for the grade of "C," twice as many quality points as semester hours; for the grade of "D," the same number of quality points as semester hours; for the grade of "F," no quality points are merited.

REPETITION OF COURSES

A student who has failed a course will be allowed to repeat that course when it is next offered. No more than two repetitions of the same course will be allowed to any student.

With the special permission of the Dean, a student may repeat a course already successfully completed with a grade of "C" or "D" in order to better the quality of his work. No third attempt will be allowed. Courses in which a grade of "B" has been earned may not be repeated. In computing the student's general average and quality point average in the major field, all attempts will be counted. In computing the quality point average in the minor fields, only the higher grade will be counted in the case of courses which have been repeated.

DEAN'S LIST

All full time students (i.e., students carrying a minimum of twelve semester hours) achieving a quality point average of 3.5 or higher in a semester merit the distinction, Honors, and are eligible for the Dean's List. Those students who maintain this average for both semesters of the academic year are presented an award at the Honors Convocation in the Fall Semester.

ACADEMIC PROBATION AND DISMISSAL

1. In order that students maintain the required academic standing and continue in course, the following minimum standards must be met:

- a quality point average of 1.7 for the first semester*
- a total quality point average of 2.0 for the second semester*
- a total quality point average of 2.0 after the second semester and every subsequent semester.*

Student failing to meet these specified requirements will be placed on probation for one semester. If a student is unable to raise his quality point average to the required minimum after one semester of probation, he will be subject to dismissal from the College.

Only rarely and for very grave reasons will the probation of a student be extended beyond one semester.

2. Students who have not established a 2.0 general average and a 2.0 average in their major and minor fields of concentration at the end of their sophomore year must remedy their deficiencies before beginning their upper division major or minor work.

3. Students on scholastic probation will schedule no more than 16 and no less than 12 semester hours.

STUDENT CONDUCT

The educational system of this University includes, as one of its most important features, the formation of character. It is expected that each student will be so loyal to the spirit and ideals of the University that the exercise of proper self-control will come from his own convictions and free determination.

It is intended that the college regulations be a guide and help to foster the conduct which is presupposed in every Loyola student. The College requires regular and punctual attendance at all scheduled exercises, observance of college customs and regulations, serious application to study; and exemplary demeanor in all college activities. A student who is deficient in these essential points will be suspended or dismissed.

The University reserves the right to dismiss at any time a student who fails to give satisfactory evidence of earnestness of purpose and of interest in the serious work of college life. In rare cases a student may be dismissed for a reason that seems to students and parents to be insufficient. In such cases the University is to be considered the more capable judge of what affects the interest both of the institution and of the student body.

Students will be taxed for excessive breakage or destruction of University property. The decision covering each case will be made by the University.

PERMISSION TO TAKE COURSES AT OTHER UNIVERSITIES

Students who wish to schedule courses at other colleges and have such courses recognized as partial fulfillment of their Degree Program at Loyola must obtain the written permission of the Dean before such courses are scheduled.

Failure to obtain such written permission will render the courses unacceptable to Loyola. Courses in which a grade of "D" is earned will not be accepted as transfer credit.

PROGRESSION

Before the completion of his sophomore year the student should have determined in consultation with his adviser the selection of a program of junior and senior courses. A limited amount of specialization is provided for in the various programs but students are cautioned against too much narrow specialization. In all cases the junior and senior program must be approved by the student's adviser and the Dean.

At the conclusion of the student's sophomore year his scholastic progress will be reviewed carefully by his adviser, his department chairman, and the Dean. Before undertaking a junior program a student should have demonstrated beyond a doubt his scholastic proficiency. He should have a general average of "C" or 2.0. If a student has a marked deficiency in quality he may be forced to repeat lower division courses; he may be put on probation; or he may be dismissed permanently.

ACCELERATION

Students who wish to accelerate their degree program by completing their degree requirements in less than eight semesters may do so only with the explicit written permission of the Dean of the College of Business Administration. This permission must be requested in writing by the student. Permission to accelerate will not be granted where the student has less than three full semesters of work remaining in his degree program. Permission to accelerate will not be given in cases where the student must schedule excessive numbers of semester hours. Permission to accelerate will be given rarely if the normally required summer school attendance is to be at other institutions. Accelerated students will pay tuition only for the semesters actually in attendance at Loyola.



DEGREE REQUIREMENTS

Semester Hours and Course Structure—To receive the Bachelor of Business Administration degree, a student is required to complete at least 126 semester hours (exclusive of Military Science), normally distributed throughout eight semesters and including the following courses.

Course	Sem. Hrs.	Course	Sem. Hrs.
English.....	12 ✓	Accounting.....	12
Philosophy.....	15 ✓	Money and Banking.....	3
Arts and Sciences Electives.....	18 ✓	Corporation Finance.....	3 ✓
Mathematics.....	6 ✓	Marketing Management I.....	3 ✓
Behavioral Sciences.....	3 ✓	Legal Environment of Business.....	6 ✓
Introduction to Economics.....	3 ✓	Labor Economics.....	3 ✓
Principles of Economics.....	6 ✓	Statistics.....	6 ✓
Microeconomics.....	3 ✓	Human and Technical Factors in Business Management.....	3 ✓
Business Cycles.....	3 ✓	Administrative Practices.....	3 ✓
	69	Business Report Writing.....	3 ✓
		Professional Electives.....	12
			57

Quality of Work—A candidate for the B.B.A. degree not only must complete the required courses but also must attain a certain standard of excellence in his work. The candidate must have earned a general average of "C" or better for all courses attempted, and must have at least a "C" average for all upper-division professional courses.

Requirements for each degree are clearly outlined. All students are specifically warned that they bear sole responsibility for full com-

pliance with all freshman, sophomore, and upper-division requirements for graduation from this college.

Any exception to degree program or graduation requirements set forth in this bulletin must be approved in writing by the Dean of the College. Students who have transferred from another college must complete their last 30 hours in residence.

PHILOSOPHY REQUIREMENTS

The Philosophy Department requires a minimum of 15 semester hours for the B.B.A. degree. Those transfer students enrolled in the University for less than five semesters must schedule a course for each semester in residence.

THEOLOGY REQUIREMENTS

All Catholic students must fulfill the requirements of 15 semester hours in Theology. Transfer students enrolled in the University for less than five semesters must schedule a course for each semester in attendance.

ELIGIBILITY FOR GRADUATION

In addition to the above requirements, the following regulations must be observed:

1. At the beginning of the scholastic year in which the candidate expects to complete the work required for his degree he must present to the Registrar a formal application for that degree.
2. Before the date designated by the Finance Office, the candidate must pay his graduation fee and discharge all other financial indebtedness to the University.
3. All candidates for degrees must be present at the Dean's meeting of the candidates, the Baccalaureate Services, and the Commencement Exercises. Absence from any one of these exercises will render the candidate ineligible for Graduation.

The student may not be excused from Commencement Exercises except for very grave reasons and only with written permission of the Vice President of the University.

GRADUATION HONORS

Graduation honors are computed according to the quality point system. A student's graduation average is determined by dividing the total number of quality points earned by the total number of semester hours attempted by the student during his entire course. Semester hours carried include all hours attempted, excluding authorized withdrawals, but including all attempts at a course which has been repeated in order to raise the total of quality points. A student who has made an average of 3.5 graduates *cum laude*; one who has made an average of 3.7 *magna cum laude*; one who has made an average of 3.9 *summa cum laude*. Record of these honors is inscribed on the diplomas and noted in the list of graduates published for the Commencement Exercises.

RESERVE OFFICERS TRAINING CORP

Offered By:

Department of Military Science

(College of Arts and Sciences)

Colonel Frank A. Swatta, M.S., *Chairman*

The Department of Military Science is maintained and operated by the Department of the Army of the United States as a department of Loyola University in facilities furnished by the university. Instruction presented by the department is divided into two courses, the Basic Course and the Advanced Course. The Basic Course consists of the first two years of the four year program and the Advanced Course consists of the third and fourth years.

All physically fit male students of the College of Arts and Sciences, except veterans, are required by the university to complete the basic course of instruction in the Department of Military Science, normally during their first two years.

Students with prior military service or ROTC training may apply for constructive credit towards fulfillment of the basic course requirements. The amount of constructive credit granted will be determined on an individual basis by the Professor of Military Science.

During the periods of instruction, students are enrolled as members of the Reserve Officers Training Corps (ROTC) of the United States Army and are subject to its rules and regulations.

THE BASIC COURSE

Instruction is in common subjects applicable to the Army as a whole to include leadership, training with the objective of qualifying the student for the Advanced Course.

MILITARY SCIENCE I (101-2) (1st year) (80 hours)

Subject	Hours
Organization of The Army and ROTC.....	5
Individual Weapons and Marksmanship.....	10
U. S. Army and National Security.....	15
Leadership Laboratory.....	30

MILITARY SCIENCE II (201-2) (2nd year) (110 hours)

Subject	Hours
Map and Aerial Photograph Reading.....	15
Introduction to Operations and Basic Tactics.....	15
American Military History.....	30
Leadership Laboratory.....	50

THE ADVANCED COURSE

Students who successfully complete the Basic Course may apply for enrollment in the Advanced Course. Students with prior training at an institution having a recognized ROTC unit or with active military service, may be given credit toward completion of the Basic Course requirement.

MILITARY SCIENCE III (301-2) (3rd year) (170 hours)

Subject	Hours
Leadership.....	16
Military Teaching Principles.....	15
Branches of The Army.....	25
Counter Insurgency Operations.....	5
Small Unit Tactics and Communications.....	54
Summer Camp Orientation.....	5
Leadership Laboratory.....	50

MILITARY SCIENCE IV (351-2) (4th year) (170 hours)

Subject	Hours
Operations.....	50
Logistics.....	20
Military Law.....	15
Army Administration.....	15
Service Orientation.....	10
Role of The United States in World Affairs.....	8
Map Reading Review.....	2
Leadership Laboratory.....	50

ENROLLMENT AND CONTINUANCE

The general requirements for enrollment and continuance in the ROTC are that the student be: (1) a citizen of the United States, (2) physically qualified as prescribed by the Department of the Army, (3) accepted by the institution as a regularly enrolled student, (qualified students attending institutions where Army ROTC training is not offered may be enrolled as special students in the ROTC program at Loyola. Interested students may apply to the Department of Military Science), (4) not less than 14 years of age and must not have reached 23 years of age at time of enrollment.

As a condition to enrollment in the Advanced Course the student must agree in writing to: (1) complete the course of instruction offered unless released by the Department of the Army, and (2) accept a Reserve Commission, if tendered. Upon enrollment in the Advanced Course, the student is enlisted in the U.S. Army Enlisted Reserve for a period of 4 years. This enlistment is terminated upon the acceptance of a commission.

In general, students selected for the Advanced Course are those who have demonstrated, in the Basic Course, outstanding qualities of command leadership and who possess the mental, moral and physical characteristics indicative of Army Officer potential.

A commission as Second Lieutenant, United States Army Reserve is awarded upon completion of the Advanced Course, and academic requirements for degree.

EMOLUMENTS

During enrollment in the Advanced Course, the student is paid a monthly subsistence allowance which amounts to approximately \$880 during the two year period. Students attending ROTC summer camp receive \$180 for the six week period and an allowance of five cents a mile for travel to and from the camp.

Members of the Advanced Course are required to attend camp one summer, normally between the third and fourth year. All students going to camp receive mileage for travel performed and are housed, uniformed, fed, and given medical attention at government expense while at the camp. The duration of camp is six weeks and begins about the middle of June.

UNIFORMS

All ROTC students are required to deposit \$25.00 with the Treasurer of the University prior to enrollment in the Basic and Advanced Course. The student will then be issued the prescribed uniforms and insignia from the ROTC supply room. Necessary cleaning, repair or replacement of uniform items must be made by the students. The uniform deposit will be returned to the student upon completion or authorized withdrawal from the course, providing articles or uniforms are returned in good condition. (Advanced Course students awarded a commission will be permitted to retain uniforms). Final settlement will be made by the Treasurer's Office.

TEXTS AND EQUIPMENT

The Department of the Army furnishes necessary texts and equipment for the ROTC program to the student on a loan basis. A fee will be deducted from the uniform deposit for loss of texts or equipment.

DISTINGUISHED MILITARY STUDENTS

A Distinguished Military Student is an individual so designated after careful consideration of his qualifications by the President of the University and the PMS. He must possess outstanding qualities of leadership, high moral character, a definite aptitude for the military service, and he must have demonstrated his leadership ability through his accomplishments while participating in recognized campus activities.

DISTINGUISHED MILITARY GRADUATES

Those Distinguished Military Students who have completed the Advanced ROTC Course and who have been selected by the President of the University for scholastic excellence, may be designated upon graduation as "Distinguished Military Graduates" by the Professor of Military Science. Distinguished Military Graduates are tendered commissions in the Regular Army of the United States.

SCHOLARSHIPS

The ROTC Vitalization act of 1964 authorizes financial assistance in the form of ROTC Scholarships for selected students enrolled in the ROTC program.

These scholarships provide for all tuition fees, lab fees, texts and other required expenses, except room and board. In addition, the student receives \$50 per month for the duration of the scholarship, except for the summer training camp period during which he is paid at the rate of \$120.60 per month. Students interested in applying for these scholarships may obtain additional information from the Professor of Military Science.

ROTC ACTIVITIES

NATIONAL SOCIETY OF PERSHING RIFLES

The Pershing Rifles is a National Honorary Military Society. Its aim is to encourage, develop and preserve the highest ideals of the military profession, to promote American citizenship, to create a closer and more effective relationship between cadets of various colleges and universities and to provide recognition of military ability and application among the cadets of the Senior Division, Reserve Officers' Training Corps.

NATIONAL SOCIETY OF SCABBARD AND BLADE

The National Society of Scabbard and Blade is an organization for uniting in closer relationship the military departments of American universities and schools; for preserving and developing the essential qualities of good and efficient officers; for preparing individuals as educated men to take a more active part and have a greater influence in the military affairs of the communities in which they reside; and to disseminate intelligent information concerning the military requirements of this country.

ASSOCIATION OF THE UNITED STATES ARMY

The Association of the United States Army is a national military organization. The Association promotes a closer affiliation between the military and academic departments. It offers to the military student an opportunity to gain a true insight of the purpose and activities of the United States Army.



RIFLE TEAMS

Rifle teams will be selected through individual competition, and will represent the ROTC in Matches sponsored by Fourth U. S. Army, and in matches with other colleges and universities. The firing is conducted with modern small bore rifles on an indoor range.

RANGER DETACHMENT

The Loyola Ranger Detachment is a special counter guerrilla unit composed of volunteers from the Corps of Cadets. The Ranger Detachment conducts separate training programs designed to familiarize its members with counter guerrilla operations, and to attain the high standards of physical fitness required for operations under adverse conditions.

BAND

The ROTC Band is composed of volunteer cadet musicians and provides field music for the Corps of Cadets. Special uniforms, instruments, and music are all furnished by the Department of Military Science.



INTERNATIONAL STUDIES PROGRAM

SUMMER SESSION IN MEXICO CITY

Each year Loyola conducts a Language and Culture Center in Mexico City on the campus of Universidad Iberoamericana. A six-week session is offered featuring courses in Spanish as well as courses conducted in English in subjects pertaining to the history and culture of Mexico and Latin America. Courses are also offered in sociology, philosophy, mathematics, economics and other courses in Business Administration.

Students live in Mexican homes selected by the Committee on Housing. Tours and excursions are taken to the San Juan Teotihuacan Pyramids, Puebla, Tula and Cuernavaca, as well as the National Museum of Anthropology, the National Historical Museum and other places of interest.

Total cost which includes round trip Jet from New Orleans to Mexico City and return, tuition, room and board, and the obligatory tours is \$460.

JUNIOR YEAR IN MEXICO CITY

By arrangement with the Universidad Ibero-Americana, Loyola students may spend their junior year in Mexico City.

Emphasis is placed on the Spanish language and courses related to Mexico and other Latin American countries. These courses are of special interest to students of business who wish to prepare to engage in Latin American trade. Also for students who wish to teach Spanish.

The program has a duration of two complete semesters, organized in such a way as to make each semester independent of the other. Courses in greater demand are conducted in both semesters. Each student is free to take two semesters in Mexico, or one semester at Ibero and another at Loyola. Each semester carries a standard load of 12 to 18 units. All courses have a three-unit value. The fall semester extends from July 1st to November 15. The spring semester from February 1st to June 15. The cost of the year in Mexico including tuition and fees, board, lodging and laundry, text books, and transportation to and from Mexico City from New Orleans is approximately \$1750.00 per year.

CULTURAL TOUR OF WESTERN EUROPE

Loyola University offers a forty-five day tour of Western Europe and Scandinavia. Usually, fourteen countries are visited. The purpose of the program is to acquaint students with the cultural aspects of Europe. A faculty member is tour director. Six semester hours may be earned in Fine Arts. A five thousand word thesis must be submitted to the Department of Fine Arts on one of the topics selected by the chairman of that department. The program is in its fifth year.

INDUSTRIAL TOUR OF WESTERN EUROPE (London Center)

A six week course in International Trade and Marketing will be inaugurated in the summer of 1967. This program is designed for students of Business Administration. Besides formal classes, the student must do field research in European industries. They will begin classes in London and then travel to Brussels, the home of the Common Market, Frankfurt, Milan, Luxembourg, Copenhagen and Amsterdam. Six hours credit may be earned.

LOYOLA IN ROME

Loyola University Rome Center for Humanistic Studies was inaugurated in February 1962. The Center is the undergraduate European branch of Loyola University of Chicago. Methods of instruction and academic standards are the same as those prevailing throughout the University. Men and women students of Loyola University in New Orleans who have completed one year or more with an average of C or better may request permission of their Dean to register at the Rome Center. Registrations are for one semester or one year, beginning in September or February.

The curriculum emphasis is on the Humanities. Courses are selected with a view to the cultural and historical importance of Rome and Western Europe. The courses vary each semester in departments of Art, Classics, Drama, Education, History, Language, Literature, Philosophy, Political Science, Psychology, and Theology. All classes are conducted in English. On the Rome Center faculty are professors from Loyola University of Chicago, and visiting professors from other American and European universities.

For further information on the programs listed above please write Rev. Bernard A. Tonnar, S.J., Director of International Studies, Loyola University, New Orleans, Louisiana.

JUNIOR-SENIOR PROGRAMS OF STU

The areas of specialization open for students in the College of Business Administration are outlined on the following pages. Although these are sometimes referred to as “majors” and “minors” it is understood that the general major fields for all business students are business administration, accounting, and economics. The fields of specialization presented below are intended for students who have specific interests within the functional fields of business administration.

It should be pointed out that of these programs—the Programs in General Business, Management, Economics, Finance, and Marketing—do not require specific electives until the third year in college. Therefore, a student selecting one of these fields for specialization during his first two years may transfer to any of the others without having to take additional courses. The remaining programs—the Programs in Accounting, Administrative Practices, and Computer Science—require specific courses during the first and second years. In general, therefore, a student selecting one of these programs cannot transfer to another special program (or from one of the general programs to any one of these special programs) without having to make up the required courses for the program to which he transfers.

The various degree programs in this College all call for a minimum of 126 semester hours with approximately one-half of the work in liberal arts and one-half in business administration subjects. All students must complete the following courses (exceptions are made for the Programs in Administrative Practices, Accounting, and Computer Science):

Course	Sem. Hrs.	Course	Sem. Hrs.
English.....	12	Accounting.....	12
Philosophy.....	15	Money and Banking.....	3
Arts and Sciences Electives.....	18	Corporation Finance.....	3
Mathematics.....	6	Marketing Management I.....	3
Behavioral Sciences.....	3	Legal Environment of Business...	6
Introduction to Economics.....	3	Labor Economics.....	3
Principles of Economics.....	6	Statistics.....	6
Microeconomics.....	3	Human and Technical Factors in Business Management.....	3
Business Cycles.....	3	Administrative Practices.....	3
	69	Business Report Writing.....	3
		Professional Electives.....	12
			57

The courses are divided into three groups:

1. The arts and sciences background courses constitute nearly one-half of the program and are designed to free the future executive from the limitations of a restricted technical education. Students are required to take and to elect courses in the College of Arts and Sciences during their entire four years.

2. A lesser portion of the courses is in the field of Economics and is designed to equip the future business leader with a broad knowledge of economic principles, problems, and analytical processes in our own country and in the principal regions of the world.
3. The professional courses of the business administration program constitute about forty per cent of the total courses taken and are divided into two groups:
 - a. Courses designed to give broad comprehension in all of the major fields of business administration (sometimes called the "core" courses) include studies in the fields of management, accounting, economics, marketing, finance, statistics, business law, and communications.
 - b. The fields of concentration include a limited number of upper-division courses in each of the "core" fields of business.

The following degree requirements apply to all B.B.A. students.

LOWER DIVISION ARTS AND SCIENCES ELECTIVE

During a student's first two years at Loyola twelve semester hours must be taken in elective courses in the College of Arts and Sciences. Courses which may be elected include social sciences, foreign languages, speech, television, or physical sciences. If a student elects a physical science in his freshman year he may elect a physical or social science in his sophomore year. Students who elect social sciences or a language must establish twelve semester hours' credit in either the social sciences or the language.

PHILOSOPHY REQUIREMENTS

A minimum of 15 semester hours of philosophy is required for the B.B.A. degree. Transfer students enrolled in the University for five semesters or less must schedule a philosophy course for each semester in attendance.

THEOLOGY REQUIREMENTS

All Catholic students must fulfill the requirements of 15 semester hours in Theology. Transfer students in the University for five semesters or less must schedule a course for each semester in attendance. Lower division Theology courses may be used as lower division Arts and Sciences electives and upper division Theology courses may be used as upper division Arts and Sciences electives.

Non-Catholic students are not required to fulfill the Theology requirements.

MILITARY SCIENCE

All male students, except those specifically exempt in writing, are required to complete eight semester hours in Military Science, normally during their freshman and sophomore years. MS 352 may be used as an upper-division Arts and Sciences elective.

Students considering Graduate Studies in Business Administration or in Economics should consult with their adviser before scheduling any courses in Mathematics.



PROGRAM IN ACCOUNTING

Offered by the Department of Accounting

If you desire a rewarding career that will constantly require the use of all your talents and powers, you are urged to select an accounting career. No profession is more important to the vitality and stability of modern business affairs than that of accounting. Accountants, auditors, system analysts, budget administrators and fiscal managers form a cadre indispensable to the planning, direction and control of business operations, and a sound knowledge of accounting is essential for conducting any healthily operating business. Increasing regulations and taxation by governmental agencies are complicating business problems, placing further emphasis on the present need for such knowledge.

The student who takes advanced studies in accounting prepares himself for a very useful career in the fields of private, commercial, and industrial accounting; public accounting; governmental service; tax consulting; cost analysis; or teaching. An accounting graduate embarking upon his professional career decides his own future; a career which provides the challenges, the interest, and the rewards needed for professional growth. A student should not attempt to continue the accounting program unless he has maintained at least a "C" average in his lower division accounting courses.

Students who wish to prepare for careers in accounting and who have unusual aptitudes in mathematics may combine the accounting curriculum with the computer science curriculum in order that they may be prepared to work with accounting processes through electronic and manual data processing devices. It is to be noted that IT IS IMPOSSIBLE TO TAKE THIS COMBINATION BY ATTENDING FOUR REGULAR ACADEMIC YEARS: THE ONLY WAY THIS SPECIFIC CAREER OBJECTIVE CAN BE ACHIEVED IS THROUGH ATTENDING SUMMER SCHOOL AT THE END OF THE FRESHMAN, SOPHOMORE, AND JUNIOR YEARS. Students interested in this program should consult with their advisor so that a program can be developed to fit their needs.

ACCOUNTING CURRICULUM

FRESHMAN YEAR

En. 100-150	Introduction to Fiction—Introduction to Drama....	3	3
Mt. 111*-B.A. 112*	Elementary Functions*		
	Mathematics of Finance*	3	3
Course 101-102 ¹	Arts and Sciences Elective ¹	3	3
B.A. 105-Eco. 106	Behavioral Science I—Introduction to Economics ..	3	3
Acc. 105-106	Principles of Accounting.....	3	3
	Military Science.....		
		<u>15</u>	<u>15</u>

SOPHOMORE YEAR

En. 200-250#	Introduction to Poetry—Advanced Literature.....	3	3
Course 201-202 ¹	Arts and Sciences Elective ¹	3	3
Pl. 202-301	Metaphysics I—Philosophy of Human Nature.....	3	3
B.A. 210-211	Statistics.....	3	3
Eco. 201-202	Economic Principles and Problems.....	3	3
Acc. 205-206	Intermediate Accounting.....	3	3
	Military Science.....		
		<u>18</u>	<u>18</u>

JUNIOR YEAR

Pl. 302-Pl. Elec. ²	Ethics—Pl. Elective ²	3	3
Fn. 307-Fn. 305 ³	Corporation Finance—Money and Banking ³	3	3
Acc. 305-306	Advanced Accounting.....	3	3
Acc. 314-Mk. 305	Federal Tax Accounting I—Modern Marketing....	3	3
B.L. 305-306**	Business Law**.....	3	3
		<u>15</u>	<u>15</u>

SENIOR YEAR

Eco. 321-325	Microeconomics—Business Cycles.....	3	3
Mg. 338-Eco. 331 ⁴	Human and Technical Factors in Business—		
	Labor Economics ⁴	3	3
Acc. 317-319	Cost Accounting—Municipal and		
	Governmental Accounting.....	3	3
Acc. 323-Pl. El. ²	Auditing Principles and Problems—Pl. Elective ²	3	3
Electives ⁵	Upper-division Arts and Sciences Electives ⁵	3	3
		<u>15</u>	<u>15</u>

¹Lower-division Theology courses may be used.

²Philosophy electives need not be 300-level courses.

³Acc. 315 may be substituted.

⁴Acc. 324 may be substituted.

⁵300-level Theology courses and M.S. 352 may be used.

*Students considering Graduate Studies in Business Administration or in Economics should consult with their adviser before scheduling Mathematics.

**Accounting Majors who plan to sit for the C.P.A. Examination during their Senior year must schedule B.L. 305-306 during the Junior Year.

#To be scheduled only after consultation with adviser.



PROGRAM IN ADMINISTRATIVE PRACTICES

Offered by the Department of General Business

Administrative Practices is a program created in response to the demands of businessmen. Its major function is the preparation of personnel for managerial level service as office managers and executive secretaries.

This program is based on the principle that a broad liberal education and a thorough background in business administration and economics are prime requisites for anyone aspiring to a managerial position. On this broad foundation of general education and business administration, the program begins the development of vocational competencies and personal qualities essential to such positions.

Job opportunities are practically unlimited in this field. Increasing emphasis on mechanization and automation in business has made it imperative that the high-level business employee have not only an understanding of her area of specialization but also an understanding of the total operation of the organization and how her work fits into the total program. This is essentially the distinguishing characteristic between the run-of-the-mill office worker and the office manager or executive secretary. Countless opportunities are available to the student who has business ambitions and is willing to dedicate herself to achieving these ambitions through a college degree program.

ADMINISTRATIVE PRACTICES CURRICULUM

FRESHMAN YEAR

		Sem. Hrs.	
		I	II
En. 100-150	Introduction to Fiction—Introduction to Drama.....	3	3
Mt. 111*-B.A. 112*	Elementary Functions—Mathematics of Finance....	3	3
B.A. 105-Eco. 106	Behavioral Science I—Introduction to Economics...	3	3
Acc. 105-106	Principles of Accounting.....	3	3
B.S. 105 ¹ -106 ¹	Techniques of Typewriting ¹	2	2
		<u>14</u>	<u>14</u>

SOPHOMORE YEAR

En. 200-250#	Introduction to Poetry—Advanced Literature#.....	3	3
Eco. 201-202	Economic Principles and Problems.....	3	3
Acc. 203-Sh. 102	Functional Accounting—Fundamentals of Speech II.....	3	3
B.S. 201 ¹ -202 ¹	Techniques of Shorthand ¹	3	3
B.S. 205-Pi. 202	Advanced Typewriting—Metaphysics I.....	2	3
Electives ²	Arts and Sciences Electives (Lower Division) ²	3	3
		<u>17</u>	<u>18</u>

JUNIOR YEAR

Pl. 301-302	Philosophy of Human Nature—Ethics.....	3	3
Fn. 305-Mg. 338	Money and Banking—Human and Technical Factors in Business Management.....	3	3
B.S. 309-310	Advanced Shorthand.....	3	3
B.A. 210-211	Statistics.....	3	3
Eco. 321-325	Microeconomics—Business Cycles.....	3	3
B.S. 311	Business Communications.....	3	
		<u>18</u>	<u>15</u>

SENIOR YEAR

Pl. Elec. ³	Pl. Electives ³	3	3
B.A. 305-306	Legal Environment of Business.....	3	3
B.S. 315-316	Secretarial Procedures.....	3	3
Mk. 305-Mg. 346	Modern Marketing—Administrative Practices.....	3	3
Electives ⁴	Upper Division Arts and Sciences Electives ⁴	3	3
		<u>15</u>	<u>15</u>

¹Advanced standing may be granted to those who acquire proficiency before entering this program.

²Lower-division Theology may be used.

³Philosophy electives need not be 300-level courses.

⁴300-level Theology courses may be used as upper-division A and S electives.

*Students considering Graduate Studies in Business Administration or in Economics should consult with adviser before scheduling mathematics.

#Students must consult with adviser before scheduling En. 250.



PROGRAM IN COMPUTER SCIENCE

Offered by the Department of General Business

With the increasing emphasis on automation in the modern business world it is quite evident that a combined knowledge of business techniques and computer science will enable a student to prepare for a career that has unlimited opportunities in the future. In order to fill the need for such a rising demand in this field, the combined program in Business and Computer Science is being offered to those students with a high quantitative ability.

Along with the general business course work in accounting, economics, management, and marketing, those entering this program will receive a strong background in mathematics and twenty-six hours in computer science oriented courses. This course-work will include classroom lectures and practical experience consisting of laboratory work in the Computer Center.

Loyola University offers to students in this program the use of its I.B.M. 1620 computer and other related machines, such as key punch, verifiers, sorters, etc. Also available throughout the four-year program will be field trips to study other types of computer centers used by the many diversified businesses in the New Orleans area.

COMPUTER SCIENCE CURRICULUM

FRESHMAN YEAR

Course No.		Sem. Hrs.	
		I	II
En. 100-150	Introduction to Fiction—Introduction to Drama...	3	3
Mt. 257-258	Basic Analysis.....	3	3
Mt. 221-222	Introductory Linear Algebra.....	2	2
Course 101-102 ¹	Arts and Science Electives ¹	3	3
B.A. 105-Eco. 106	Behavioral Science I—Introduction to Economics...	3	3
Acc. 105-106	Principles of Accounting.....	3	3
	Military Science.....		
		17	17

SOPHOMORE YEAR

En. 200-250#	Introduction to Poetry—Advanced Literature#.....	3	3
Pl. 202-301	Metaphysics I—Philosophy of Human Nature.....	3	3
Mt. 259-260	Intermediate Analysis.....	3	3
Cs. 201-202	Basic Machine Operations.....	3	3
Eco. 201-202	Economic Principles and Problems.....	3	3
Acc. 203-B.A. 202	Functional Accounting—Business Report Writing...	3	3
	Military Science.....		
		18	18

JUNIOR YEAR

Pl. 302-Pl. Elec. ²	Ethics—Philosophy Elective ²	3	3
Mt. 361-362	Advanced Calculus.....	3	3
Cs. 301-302	Advanced Programming.....	3	3
Fn. 307*-Eco. 321*	Corporation Finance—Intermediate Microeconomic Analysis.....	3	3
Eco. 331 ³ -Mk. 305	Labor Economics ³ —Modern Marketing.....	3	3
		15	15

SENIOR YEAR

Mg. 338-346	Human and Technical Factors in Business Management—Administrative Practices.....	3	3
B.A. 305-306	Legal Environment of Business.....	3	3
Cs. 347-348	Numerical Methods in Statistical Analysis.....	3	3
Cs. 351-352	Numerical Analysis.....	3	3
Cs. 371-372	Seminar in Data Processing Systems.....	1	1
Pl. Elec. ²	Philosophy Electives ²	3	3
Mt. 347-348	Mathematical Probability and Statistics.....	3	3
		19	16

#Student must consult with adviser before scheduling En. 250.

*Fn. 305 and Eco. 325 waived for this degree program.

¹Lower-division Theology courses may be used.

²Philosophy electives need not be 300-level courses.

³Mg. 341 may be substituted.



PROGRAM IN ECONOMICS

Offered by the Department of Economics

The prime purpose of the undergraduate program in Economics is to lay the groundwork for education in the field of economic theory and practice. While there are employment opportunities for the majors in economics with a bachelor's degree, the range of opportunities is much broader if the student possesses a doctoral degree or even a masters degree. With one or more advanced degrees the young economist qualifies for a large variety of splendid positions in teaching, finance, civil service, and industry. Those who follow this program are thus urged to give serious consideration to graduate study.

Recommended Elective Courses: Fn. 308, Eco. 301, Eco. 309; Eco. 314, Fn. 316, Eco. 322, Eco. 326, Eco. 332, Eco. 333, Fn. 320 and selected Arts and Sciences Courses.

ECONOMICS CURRICULUM

FRESHMAN YEAR

Course No.		Sem. Hrs.	
		I	II
En. 100-150	Introduction to Fiction—Introduction to Drama.....	3	3
Mt. 111*-B.A. 112*	Elementary Functions—Mathematics of Finance....	3	3
Course: 101-102 ¹	Arts and Sciences Elective ¹	3	3
B.A. 105-Eco. 106	Behavioral Science I—Introduction to Economics... 3	3	3
Acc. 105-106	Principles of Accounting.....	3	3
	Military Science.....		
		15	15

SOPHOMORE YEAR

En. 200-250#	Introduction to Poetry—Advanced Literature#.....	3	3
Course 201-202 ¹	Arts and Sciences Elective ¹	3	3
Pl. 202-301	Metaphysics I—Philosophy of Human Nature.....	3	3
B.A. 210-211	Statistics.....	3	3
Eco. 201-202	Economic Principles and Problems.....	3	3
Acc. 203-B.A. 202	Functional Accounting—Business Report Writing... 3	3	3
	Military Science.....		
		18	18

JUNIOR YEAR

Pl. 302-Elec. ²	Ethics—Philosophy Elective ²	3	3
Fn. 305-307	Money and Banking—Corporation Finance.....	3	3
Mk. 305-Eco. 331 ³	Modern Marketing—Labor Economics ³	3	3
Eco. 321-325	Microeconomics—Business Cycles.....	3	3
Electives	Upper-division Professional Electives.....	3	3
		15	15

SENIOR YEAR

B.A. 305-306	Legal Environment of Business.....	3	3
Mg. 338-Acc. 303	Human and Technical Factors in Business Management—Managerial Accounting.....	3	3
Mg. 346	Administrative Practices.....		3
Pl. Elec. ²	Philosophy Elective ²	3	
Electives	Upper-division Professional Electives.....	3	3
Electives ⁴	Upper-division Arts and Sciences Electives ⁴	3	3
		15	15

¹Lower-division Theology courses may be substituted.

²Philosophy electives need not be 300-level courses.

³Mg. 341 may be substituted.

⁴300-level Theology courses and MS 352 may be used as upper-division A & S electives.

*Students considering Graduate Studies in Business Administration or in Economics should consult with their adviser before scheduling mathematics.

#Students must consult with adviser before scheduling En. 250.



PROGRAM IN FINANCE

Offered by the Department of Finance

Finance—whether in banking, business corporation, investments, government, or university (not to mention politics)—is a specialized field with many fascinating aspects. More and more people trained in this field are in demand each year.

The finance student who completes his studies with the baccalaureate degree will acquire an extensive knowledge of the many applications of finance in the business world.

The student who decides to continue his studies at the graduate level will find that the selection of courses offered through the Finance Program has formed a solid foundation for subsequent study.

Recommended Elective Courses: Fn. 308, Fn. 310, Fn. 316, Fn. 320, Fn. 321.

FINANCE CURRICULUM

FRESHMAN YEAR

Course No.		Sem.	Hrs.
		I	II
En. 100-150	Introduction to Fiction—Introduction to Drama.....	3	3
Mt. 111*-B.A. 112*	Elementary Functions—Mathematics of Finance....	3	3
Course 101-102 ¹	Arts and Sciences Elective ¹	3	3
B.A. 105-Eco. 106	Behavioral Science I—Introduction to Economics...	3	3
Acc. 105-106	Principles of Accounting.....	3	3
	Military Science.....		
		15	15

SOPHOMORE YEAR

En. 200-250#	Introduction to Poetry—Advanced Literature#.....	3	3
Course 201-202 ¹	Arts and Sciences Elective ¹	3	3
Pl. 202-301	Metaphysics I—Philosophy of Human Nature.....	3	3
B.A. 210-211	Statistics.....	3	3
Eco. 201-202	Economic Principles and Problems.....	3	3
Acc. 203-B.A. 202	Functional Accounting—Business Report Writing...	3	3
	Military Science.....		
		18	18

JUNIOR YEAR

Pl. 302-Elec. ²	Ethics—Philosophy Elective ²	3	3
Fn. 305-307	Money and Banking—Corporation Finance.....	3	3
Mk. 305-Eco. 331 ³	Modern Marketing—Labor Economics ³	3	3
Eco. 321-325	Microeconomics—Business Cycles.....	3	3
Electives	Upper-division Professional Electives.....	3	3
		15	15

SENIOR YEAR

B.A. 305-306	Legal Environment of Business.....	3	3
Mg. 338-Acc. 303	Human and Technical Factors in Business Management—Managerial Accounting.....	3	3
Mg. 346	Administrative Practices.....		3
Pl. Elec. ²	Philosophy Elective ²	3	
Electives	Upper-division Professional Electives.....	3	3
Electives ⁴	Upper-division Arts and Sciences Electives ⁴	3	3
		15	15

¹Lower division Theology may be used.

²Philosophy electives need not be 300-level courses.

³Mg. 341 may be substituted.

⁴300-level Theology courses and MS 352 may be used as upper-division A & S electives.

*Students considering Graduate Studies in Business Administration or in Economics should consult with adviser before scheduling mathematics.

#Student must consult with adviser before scheduling En. 250.



PROGRAM IN GENERAL BUSINESS

Offered by the Department of General Business

This program is strongly recommended for students who want a good solid preparation for business without any great attempt at specialization. All of the electives may be used in a way to serve the particular needs of a student to give the opportunity for maximum breadth. The student and his adviser will determine the proper selection of courses in this as in all programs of study. It is strongly urged that at least six semester hours of marketing be taken in this program.

This program is recommended for those students who wish to undertake the study of law upon completing their undergraduate program and who do not wish to specialize in taxation.

Recommended Arts & Sciences Electives: Hs. 101-102; Hs. 201-202; Hs. 331-332; Hs. 377-3/8; Hs. 381-382; Sl. 101-102; Sl. 205; Psy. 336.

Recommended Professional Electives: B.A. 340; B.A. 341; Eco. 313; Eco. 314; Eco. 333. All electives should be scheduled after consultation with adviser, department chairman or Dean.

GENERAL BUSINESS CURRICULUM

FRESHMAN YEAR

Course No.		Sem. I	Hrs. II
En. 100-150	Introduction to Fiction—Introduction to Drama.....	3	3
Mt. 111*-B.A. 112*	Elementary Functions—Mathematics of Finance....	3	3
Course 101-102 ¹	Arts and Sciences Elective ¹	3	3
B.A. 105-Eco. 106	Behavioral Science I—Introduction to Economics...	3	3
Acc. 105-106	Principles of Accounting.....	3	3
	Military Science.....		
		15	15

SOPHOMORE YEAR

En. 200-250#	Introduction to Poetry—Advanced Literature#.....	3	3
Course 201-202 ¹	Arts and Sciences Elective ¹	3	3
Pl. 202-301	Metaphysics I—Philosophy of Human Nature.....	3	3
B.A. 210-211	Statistics.....	3	3
Eco. 201-202	Economic Principles and Problems.....	3	3
Acc. 203-B.A. 202	Functional Accounting—Business Report Writing...	3	3
	Military Science.....		
		18	18

JUNIOR YEAR

Mk. 305-Pl. 302	Modern Marketing—Ethics.....	3	3
Fn. 305-Fn. 307	Money and Banking—Corporation Finance.....	3	3
Eco. 321-Eco. 325	Microeconomics—Business Cycles.....	3	3
Acc. 303-Pl. El. ²	Managerial Accounting—Philosophy, Elective ²	3	3
Prof. Electives	Upper-division Professional Electives.....	3	3
		15	15

SENIOR YEAR

Mg. 338-Pl. El. ²	Human and Technical Factors in Business Management—Philosophy Elective ²	3	3
Eco. 331 ³ -Mg. 346	Labor Economics ³ —Administrative Practices.....	3	3
B.A. 305-306	Legal Environment of Business.....	3	3
Electives ⁴	Upper-division Arts and Sciences Electives ⁴	3	3
Electives	Upper-division Professional Electives.....	3	3
		15	15

¹Lower-division Theology may be used.

²Philosophy electives need not be 300-level courses.

³Mg. 341 may be substituted.

⁴300-level Theology courses and MS 352 may be used as upper-division A & S electives.

*Students considering Graduate Studies in Business Administration or in Economics should consult with adviser before scheduling mathematics.

#Students must consult with adviser before scheduling En. 250.



PROGRAM IN MANAGEMENT

Offered by the Department of General Business

This program is recommended principally for students who want a broadly based preparation for business.

This program permits the student to select, with the advice and consent of his advisor, those electives which will afford him maximum readiness to engage in business activities directly, become a management trainee for a selected enterprise, or undertake graduate business study.

Careers in management are both satisfying and remunerative. The increasing complexity of the business segment of our economy requires even better qualified managers, as well as more of them.

If one elects to enter business activities directly, a management orientation provides optimum flexibility for the individual to adjust to the particular performance requirements demanded.

Additionally, many enterprises have instituted management training programs into which they recruit business school graduates. Broad training in business serves admirably to acclimate the trainee to the varying aspects of such programs.

Graduate study in business is mounting in scope and volume. Any undergraduate business study is excellent preparation. However, the breadth of such study facilitates the mastery of graduate courses.

Students pursuing this program should confer at length with advisors in order that the goals envisioned by the students may be realized as fully as possible through the selection of electives.

Recommended Courses: At discretion of Advisor.

MANAGEMENT CURRICULUM

FRESHMAN YEAR

Course No.		Sem. Hrs.	
		I	II
En. 100-150	Introduction to Fiction—Introduction to Drama	3	3
Mt. 111*-B.A. 112*	Elementary Functions—Mathematics of Finance	3	3
Course 101-102 ¹	Arts and Sciences Elective ¹	3	3
B.A. 105-Eco. 106	Behavioral Science I—Introduction to Economics . . .	3	3
Acc. 105-106	Principles of Accounting	3	3
	Military Science		
		15	15

SOPHOMORE YEAR

En. 200-250#	Introduction to Poetry—Advanced Literature#	3	3
Course 201-202 ¹	Arts and Sciences Elective ¹	3	3
Pl. 202-301	Metaphysics I—Philosophy of Human Nature	3	3
B.A. 210-211	Statistics	3	3
Eco. 201-202	Economic Principles and Problems	3	3
Acc. 203-B.A. 202	Functional Accounting—Business Report Writing . . .	3	3
	Military Science		
		18	18

JUNIOR YEAR

Pl. 302-Pl. Elec. ²	Ethics—Philosophy Elective ²	3	3
Fn. 305-307	Money and Banking—Corporation Finance	3	3
Mk. 305-Eco. 331 ³	Modern Marketing—Labor Economics ³	3	3
Eco. 321-325	Microeconomics—Business Cycles	3	3
Electives	Upper-division Professional Electives	3	3
		15	15

SENIOR YEAR

B.A. 305-306	Legal Environment of Business	3	3
Mg. 338-Acc. 303	Human and Technical Factors in Business Management—Managerial Accounting	3	3
Mg. 346	Administrative Practices		3
Electives ⁴	Upper-division Arts and Sciences Electives ⁴	3	3
Electives	Upper-division Professional Electives	3	3
Pl. Elec. ²	Philosophy Elective ²	3	
		15	15

¹Lower-division Theology may be used.

²Philosophy electives need not be 300-level courses.

³Mg. 341 may be substituted.

⁴300-level Theology courses and MS 352 may be used as upper-division A & S electives

*Students considering Graduate Studies in Business Administration or in Economics should consult with adviser before scheduling mathematics.

#Students must consult with adviser before scheduling En. 250.



PROGRAM IN MARKETING

Offered by the Department of Marketing

"Marketing is the distinguishing, the unique function of the business. Marketing is not a specialized activity at all. It is the whole business seen from the point of view of its final result . . ."

Peter F. Drucker, 'The Practice of Management'

Free marketing is the very heart of our free economic life. Freedom in the marketplace is the economic equivalent of freedom at the polls. Our economy is market-oriented, consumer-dominated and, as a result, unmatched in its dynamic growth and expansion.

Sound marketing—the performance of activities necessary for determining needs and wants of customers, for planning product availability, for effecting ownership transfers of products, for assuring their physical distribution, and for coordinating and facilitating the entire marketing process—is vital to the success of every business firm, be it local, regional, or national; be it proprietorship, partnership, or corporation.

This critical role of marketing in guiding operations profitably, and its significant influence in fostering economic growth, combined with the constantly intensifying competition between firms, industries and countries, have resulted in the recognized emergence of the profession of marketing. This profession offers a wide variety of challenging career opportunities for ambitious, university-educated men and women, with integrity and talent.

For students of this type, the Bachelor of Business Administration Degree, with a Major in Marketing, promises not only material rewards and the fascination of 'creating' customers, but the satisfaction of contributing to an essential part of our free enterprise system.

MARKETING CURRICULUM

FRESHMAN YEAR

Course No.		Sem. I	Hrs. II
En. 100-150	Introduction to Fiction—Introduction to Drama.....	3	3
Mt. 111*-B.A. 112*	Elementary Functions—Mathematics of Finance....	3	3
Course 101-102 ¹	Arts and Sciences Elective ¹	3	3
B.A. 105-Eco. 106	Behavioral Science I—Introduction to Economics...	3	3
Acc. 105-106	Principles of Accounting.....	3	3
	Military Science.....		
		15	15

SOPHOMORE YEAR

En. 200-250#	Introduction to Poetry—Advanced Literature#.....	3	3
Course 201-202 ¹	Arts and Sciences Elective ¹	3	3
Pl. 202-301	Metaphysics I—Philosophy of Human Nature.....	3	3
B.A. 210-211	Statistics.....	3	3
Eco. 201-202	Economic Principles and Problems.....	3	3
Acc. 203-B.A. 202	Functional Accounting—Business Report Writing...	3	3
	Military Science.....		
		18	18

JUNIOR YEAR

Pl. 302-Pl. Elec. ²	Ethics—Philosophy Elective ²	3	3
Fn. 305-Fn. 307	Money and Banking—Corporation Finance.....	3	3
Eco. 321-Eco. 325 ³	Microeconomics—Business Cycles ³	3	3
Mk. 305-Eco. 331 ⁴	Modern Marketing—Labor Economics ⁴	3	3
Electives ⁵	Upper-division Professional Electives ⁵	3	3
		15	15

SENIOR YEAR

B.A. 305-306	Legal Environment of Business.....	3	3
Mg. 338-Acc. 303	Human and Technical Factors in Business Management—Managerial Accounting.....	3	3
Mg. 346-Pl. Elec. ²	Administrative Practices—Philosophy Elec. ²	3	3
Electives ⁶	Upper-division Arts and Sciences Electives ⁶	3	3
Electives ⁷	Upper-division Professional Electives ⁷	3	3
		15	15

¹Lower-division Theology may be used.

²Philosophy electives need not be 300-level courses.

³Eco. 322 may be substituted.

⁴Mg. 341 may be substituted.

⁵Junior year upper-division professional electives include: Mk. 310; Mk. 331; Mk. 311; Mk. 313; Mk. 306. To be scheduled after consultation with advisor.

⁶300-level Theology and M.S. 352 may be used.

⁷Senior year upper-division professional electives include: Eco. 301; Eco. 303; Eco. 309; Eco. 314; Mg. 360; Mk. 308; Mk. 320; Mk. 326; Mg. 339. To be scheduled after consultation with adviser.

*Students considering Graduate Studies in Business Administration or in Economics should consult with adviser before scheduling mathematics.

#Students must consult with adviser before scheduling En. 250.



THE GRADUATE DIVISION OF THE COLLEGE OF BUSINESS ADMINISTRATION

G. RALPH SMITH, Ph.D.—*Director*

PURPOSES

The Master in Business Administration program is addressed to the education of qualified students in order that they may assume increased responsibilities and may initiate well predicated research into business processes.

Graduates of the program will be prepared to direct and develop enterprises whose objectives and accomplishments are consonant with the ideals and increasing complexity of Western Culture.

It is intended also to prepare individuals to become teachers at colleges and universities whose curricula are designed to develop leaders with an appreciation of the functions and role of business in maintaining a free enterprise society.

The program is also of sufficient breadth and depth to provide a foundation for persons seeking more advanced degrees.

ADMISSION

Admission to the M.B.A. program is predicated upon these requirements. The candidate must possess a baccalaureate degree from a recognized institution, an undergraduate academic record of "B" or better, and personal qualifications of sound character and intellectual attainment.

Additionally, the candidate must achieve a satisfactory score on

either the Miller Analogies Test or the Admission Test for Graduate Study in Business.

Application forms may be secured from the Graduate School, Loyola University, New Orleans, Louisiana 70118. They must be accomplished in duplicate and returned directly to the Graduate School.

The applicant must request from the Registrar of each institution previously attended an official transcript *in duplicate* of all undergraduate, and where applicable, all graduate courses. These transcripts are to be sent directly to the Graduate School of Loyola University.

If the applicant graduated from Loyola University and attended no other college or university either before or after graduation, no additional transcripts are required.

The Graduate Studies Committee reviews the applicant's collegiate record, class standing, and evidences of serious intent and past accomplishments.

If its findings are favorable, the applicant is directed to either take the Miller Analogies Test or have the Educational Testing Service transmit to the Director of the Graduate Division his score on the Admission Test for Graduate Study in Business.

The Committee's findings noted above plus the score achieved on either test determine whether or not the applicant is admitted.

An applicant with less than a "B" average in undergraduate work who achieves a superior score on either of the qualifying examinations may be admitted provisionally at the discretion of the Graduate Studies Committee. Conditional admission for any other reason is also at the discretion of the Graduate Studies Committee.

RESIDENCE

Loyola University confers a degree only on those persons who have completed an entire academic year of satisfactory work under the guidance of the University. The student must take all his graduate courses at Loyola University.

In certain instances the Graduate Studies Committee may be petitioned to accept a maximum of six semester hours of graduate work satisfactorily accomplished at another recognized college or university. Acceptance of advanced standing will be determined exclusively by the Graduate Studies Committee.

The status as a full-time student is determined by the Director. It will reflect whether the candidate is registered in the core curriculum courses or courses open only to graduate students. Regardless of the type of course enrollment all candidates are considered as graduate students.

Part-time students will ordinarily be limited to a maximum of six graduate hours during any one semester. Part-time candidates completing core requirements may exceed this semester hour limitation with the approval of the Director.

ATTENDANCE

If the professor of any graduate level course believes a candidate's record of attendance is such as to jeopardize the satisfactory completion of the course, the Director will notify the candidate in writing of this professorial belief.

Continued unexplained, unsatisfactory attendance will cause the Graduate Studies Committee to review the candidate's standing in the program.

LIMIT OF TIME

Requirements for the degree must be met within four years from the date the candidate first registers for a course numbered 500 or over. If circumstances preclude accomplishment of the requirements within the prescribed period, the candidate may petition the Grad-

uate Studies Committee for permission to continue his work. No more than two petitions will be accepted.

CURRICULUM

The curriculum is designed to provide for possessors of baccalaureate degrees in business and in arts, sciences, and engineering.

Candidates holding degrees in business usually may enter directly into a thirty hour program of graduate work.

All other candidates are required to complete up to thirty hours of study in economics, accounting, finance, statistics, business law, marketing, and management. These courses constitute the core curriculum.

Appropriate credit will be granted for satisfactory work in these areas taken by candidates in any recognized baccalaureate degree program.

All candidates during the final thirty hours of work are required to complete twelve semester hours of the following courses:

B.A. 500 Elements of Behavioral Sciences

Eco. 500 National Income and Employment Analysis

Eco. 501 Studies in Business Cycle Theories

Mg. 502 Managerial Economics

The remaining eighteen hours may be selected from the courses which will provide professional competence in the area of a student's major interest. The functional fields are in accounting, economics, management, and marketing. Each candidate will select courses from no less than two of the functional fields. Candidates may also select courses from those in the Business Administration series numbered 500 or above.

The requisite number of course hours in the selected functional fields with any other electives is determined by the student only with the advice and consent of his advisor. No other program determination is acceptable.

COURSE REQUIREMENTS

The candidate must achieve a "B" (3.0) average by the end of twelve semester hours of graduate level courses. This average must be maintained during the remainder of the program.

The Director will withdraw the candidacy of any student who has not achieved a "B" (3.0) average at the conclusion of the first twelve hours of graduate level courses. Additionally, any candidate whose average at the conclusion of the first six hours of graduate level courses indicates a satisfactory average cannot be achieved by the twelve hour limit will be denied further registration in the program.

Candidates completing core requirements preparing for entrance into graduate courses must meet the academic standards of the College of Business Administration. Courses numbered 500 or over are reserved exclusively for graduate students.

COMPREHENSIVE EXAMINATION

A comprehensive written examination covering the required and selected functional fields shall be passed by the candidate at the conclusion of the course work. Comprehensive examinations are scheduled regularly in April, July and December.

A candidate who is registered, at the time the examination is scheduled, for *no more* than his final six hours of course work may request permission to take the examination at one of the above times. Permission to take the examination at times other than those regularly scheduled must be sought through a petition submitted to the Graduate Studies Committee. The acceptance of the petition is reserved to this Committee solely. An oral examination

may be required also at the discretion of the Graduate Studies Committee.

Application for this examination is to be filed with the Director within four weeks after the beginning of the semester in which the degree is sought.

If the degree is deferred pending another examination, an interval of one semester, not including a summer session, must elapse before another comprehensive examination may be taken.

The second examination for the Master's degree is final. A petition for a third examination will not be entertained.

The term examination is construed to mean the entire comprehensive. Individual parts not passed may be retaken at the discretion of the Graduate Studies Committee.

TUITION AND FEES

Tuition for both full-and part-time students enrolled in courses in the 400 and 500 series is \$80.00 per three credit hour course. Tuition for both full-and part-time students completing the core curriculum requirements is computed at the credit hour rates prescribed by the College of Business Administration or the Evening Division as appropriate. A matriculation fee of \$5.00 is charged the first time a candidate is enrolled unless he has previously enrolled in a degree program of any school or division of Loyola University.

A registration fee of \$5.00 and a library fee of \$5.00 are charged each semester the candidate is enrolled.

A non-refundable application fee of \$10.00 payable to Loyola University must accompany an application for admission to the program.

A fee of \$25.00 is charged any candidate who registers for the comprehensive examination only. If the student is registered for any course constituting a part of his program, this fee is waived.

A University fee of \$25.00 is payable as designated by the Finance Office during the semester or summer session in which the candidate expects to have his degree conferred.

A Cap and Gown Deposit of \$30.00 is paid as designated by the Finance Office. It applies only to persons having the degree conferred at the Spring Commencement. If the Cap and Gown are returned in good condition immediately after the graduation \$25.00 will be refunded. If they are returned more than two months after graduation \$10.00 only will be refunded.

PETITIONS

All student communications to the Graduate Studies Committee should be prepared in consultation with the Director, on the appropriate petition form available from his office.

The petition should be used for seeking the waiver of any requirement of the Graduate Program or requesting review by the Graduate Studies Committee of any action taken by it or the Director relative to the petitioner.

GRADES

The grading scale used is A, B, C, F (failure), I (incomplete), and W (withdrawn). Grade point averages are computed on a four point scale: A=4 points; B=3 points; C=2 points.

Students who for valid and pertinent reasons cannot meet all the requirements for the satisfactory completion of a course during its scheduled period of instruction must arrange with the instructor to receive a grade of incomplete (I) for the course. Failure to make this arrangement will result in a grade of failure (F) for the course.

Grades of incomplete which are not removed within one year

from the date on which the course began are automatically converted to failure (F) on the student's record.

Official grade reports are issued by the Registrar of the University. Official transcripts of courses and credits may be obtained from the Registrar. One transcript is provided to the student at no cost. Each additional copy costs \$2.00, except that if more than five are requested at any one time the charge for the third and subsequent copies is \$0.50 each.

CLASS MEETINGS

Classes in the 400 and 500 series meet for one session of two and one half hours duration each week. The instructor has the privilege of lengthening this period if he deems it necessary. Additional sessions may be required at his discretion.

Classes numbered 300 or lower meet as prescribed by the Dean of the College of Business Administration or the Director of the Evening Division.

AUDITING OF COURSES

Any person desiring to audit a graduate level course is charged the regular tuition. Permission must be secured from the Director.

Persons desiring to audit a core curriculum course are charged on the same basis as part-time students of the College of Business Administration. Permission of the Dean of the College of Business Administration is required.

WITHDRAWAL

A candidate wishing to withdraw must comply with the procedures as established by the College of Business Administration.

Withdrawal is initiated with the Director. Tuition refunds are at the discretion of the Treasurer of Loyola University. No refunds will be granted after the first five weeks of the semester have passed.

MONTHLY PUBLICATION

Social Digest, a monthly magazine published by the Graduate Division of the College of Business Administration, prints original studies and excerpts from books and speeches dealing with business, education, ethics, family, law, psychology, public life, and sociology. The magazine is edited by Dr. Hubert F. Schiffer, S.J. professor of economics, and has an average monthly circulation of 7,100, with readers in all states and 55 foreign countries. The subscription price is \$3.00 a year (402 pages).

DEPARTMENTS OF INSTRUCTION

The courses of instruction in all departments of the College of Business Administration are numbered in accordance with the following plan:

Lower division courses, numbered from 100 to 299, are, in general, introductory, and basic.

Upper division courses, numbered from 300 to 399, are meant for juniors and seniors and usually require the lower division prerequisite courses.

Graduate courses are numbered in the 500 series and may be taken only with the specific permission of the Director of the Graduate Division.

The college credit allowed for a course is stated in terms of semester hours.

The following is a list of the key letters used to indicate the different courses of instruction:

ACCOUNTING.....Acc	LIBRARY SCIENCE.....LS
BIOLOGY.....Bl	MANAGEMENT.....Mg
BUSINESS	MARKETING.....Mk
ADMINISTRATION....BA	MATHEMATICS.....Mt
BUSINESS SCIENCES....BS	MEDICAL
BUSINESS LAW.....BL	TECHNOLOGY.....Md
CHEMISTRY.....Ch	MILITARY SCIENCE....MS
COMPUTOR SCIENCE....Cs	PHILOSOPHY.....Pl
DRAMA AND SPEECH...DS	PHYSICAL
ECONOMICS.....Eco	EDUCATION.....Ped
EDUCATION.....Ed	PHYSICS.....Ph
ENGLISH.....En	POLITICAL SCIENCE...Psc
FRENCH.....Fr	PSYCHOLOGY.....Psy
GERMAN.....Gr	RUSSIAN.....Rs
GREEK.....Gk	SOCIOLOGY.....Sl
HISTORY.....Hs	SPANISH.....Sp
JOURNALISM.....Jr	THEOLOGY.....Th
LATIN.....Lt	TELEVISION.....TV

COURSE DESCRIPTIONS



Undergraduate Courses

Summer School offerings for the College of Business Administration are included in a separate bulletin published every April. Some elective courses listed are offered only in summer sessions.

ACCOUNTING COURSES

Acc. 103—Introduction to Data Processing

A survey course with limited laboratory work to introduce the business administration student to the function and systems of the electronic computer. Major emphasis is placed on the programming of simple accounting problems so that the computer can be used to perform the routine elements of bookkeeping. Machine language, SPS language, and Fortran language will be discussed and used in the laboratory sessions. 3 sem. hrs.

Acc. 105-106—Principles of Accounting

A basic course in accounting designed to familiarize all students registered in the College of Business Administration with the fundamental accounting principles and practices and with a background to business through accounting. Emphasis is placed on the modern concepts of "how" accounting is used in the business world plus an introduction of cost and managerial accounting. Laboratory drills will be devoted to problem solving. Practice sets are optional. 6 sem. hrs.

Acc. 203—Functional Accounting

This is a one semester terminal course designed especially for business administration students who have selected a field of business administration other than the program in accounting. As a further preparation for his business career, using the fundamentals of accounting, the student is shown its application in the general fields of business. Analysis and interpretation of financial statements and budgeting are but a few of the concepts that will be studied. Prerequisite: Acc. 105-106 or its equivalent. 3 sem. hrs.

Acc. 205-206—Intermediate Accounting

This course is designed to develop an understanding of modern accounting standards and concepts, acceptable form and techniques in the preparation of accounting statements. Detailed accounts are considered in both financial and income-determination statements. Special problems in corporate accounting, statement analysis, use of funds and cash flow are considered. Prerequisite: Acc. 105-106 or its equivalent. 6 sem. hrs.

Acc. 303—Managerial Accounting

A course designed to familiarize the student with the use of accounting data as a management decision making tool. It embraces a study of accounting statements and ratios as pertaining to an analysis of situations which the student will encounter in the management of a firm. This course is required of all non-accounting majors. (Formerly Accounting 355.) Prerequisite: Acc. 203 or its equivalent. 3 sem. hrs.

Acc. 305-306—Advanced Accounting

Principles and problems of advanced accounting relating to partnerships (including liquidation by installments), joint ventures, home-office and branch accounting, consolidated financial statements, corporate mergers and capital readjustments, foreign exchange, receiverships, fiduciary and fund accounting are covered. Prerequisite: Acc. 205-206 or its equivalent. 6 sem. hrs.

Acc. 314—Federal Tax Accounting I

This course introduces the student to the complexities of the Internal Revenue Code, Regulations, Revenue Rulings, and related court decisions as they apply to individuals. The mechanics of preparing federal income tax returns for individuals are covered. Tax planning is introduced. Prerequisite: Acc. 105-106 or equivalent. 3 sem. hrs.

Acc. 315—Federal Tax Accounting II

This course deals with the requirements and mechanics of preparing federal income tax returns of partnerships, corporations, estates, and trusts. It also covers federal estate tax and gift tax returns. Tax planning is developed and tax research methods are introduced. Prerequisite: Acc. 314 or equivalent. 3 sem. hrs.

Acc. 317—Cost Accounting

A course primarily designed to emphasize the managerial use of the principles and concepts of production cost control under job-order, process and standard cost systems, flexible budgets, joint products and by-products. It embraces adequate procedural material and thought-provoking cost accounting problems including material-labor-factory overhead costs, inventory valuation and measurement of income. Prerequisite: Acc. 205-206 or its equivalent. 3 sem. hrs.

Acc. 319—Municipal and Governmental Accounting.

An elective course designed for study of budgetary control, systems, theory, and application of principles of fund accounting and reporting as applied to municipalities, other governmental units and institutions such as schools and hospitals. Emphasis is placed upon the accounts of municipalities and institutions, classification and use of funds, financial statements and reports. Prerequisite: Acc. 205-206 or its equivalent. 3 sem. hrs.

Acc. 323—Auditing Principles

This course acquaints the student with the procedures of conducting a general audit. Emphasis is placed upon the standards, philosophy, ethics and responsibilities of the independent Certified Public Accountant in conducting an audit and upon the role and importance of internal control. Prerequisite: Acc. 205-206 or equivalent. 3 sem. hrs.

Acc. 324—Auditing Principles

This course is designed to provide the opportunity for application of the concepts developed in Acc. 323. The student is required to prepare audit programs, to solve assigned contemporary problems, and to prepare a complete set of audit working papers and the report and statements that normally result from a general audit. Prerequisite: Acc. 323 or equivalent. 3 sem. hrs.

Acc. 390—Selected Readings in Accounting Theory.

A course of readings and independent research in areas of current controversy in accounting theory. Prerequisite: Acc. 305-306 or equivalent, permission of adviser. 3 sem. hrs.

Acc. 400-401—Financial Accounting

These courses develop the basic concepts and techniques of accounting procedures and financial statement preparation and interpretation. The use of accounting for control and decision-making purposes by management is emphasized. Case analyses are required. 6 sem. hrs.

Business Administration Courses

B.A. 105—Behavioral Science I.

The basic concepts of sociology as they apply to institutional, group, and interpersonal relations in business and industry: status, role, institution, formal and informal organization, bureaucracy, stratification, community. 3 sem. hrs.

B.A. 112—Mathematics of Finance

A course designed to provide a student with the basic use of mathematical principles and their application in business. It is primarily intended to focus attention toward solutions of problems confronting businessmen. Emphasis is placed on: ratio, proportion, and percentage; methods of solving simple and compound interest problems; discounts; series and binomial theorem; introduction to functional notation; construction and analysis of graphs; annuities; amortization; and introduction to statistics. 3 sem. hrs.

B.A. 202—Business Report Writing

Designed to aid the student in writing effective business reports, from inter-office memos to formal, printed reports. The emphasis is more on techniques than technicalities. Students are expected to be able to use correct grammar, spelling, and punctuation. 3 sem. hrs.

B.A. 210-211—Statistics

Collection, analysis and presentation of statistical data; principles of sampling; measures of reliability for testing and estimation problems; index numbers; time series analysis; business barometers and forecasting; the use of the normal curve. The application of calculus to business problems is included. Prerequisite: Six semester hours of College Mathematics. 6 sem. hrs.

B.A. 305-306—Legal Environment of Business

Employing an entirely different approach to the subject matter from that found in the typical Business Law course, this series of courses is a comprehensive and general analysis of the relation of law to business. It is designed to bring the student to a realization that the business community operates within the framework of the legal system. As background material, the course emphasizes the role of law in our society; the recognition and protection of private property; and examines the contract concept as a basic source of rights and obligations. The relation of government to business in its regulatory role as well as the evolution of social values as crystallized into legal programs, such as Workmen's Compensation Statutes, Unemployment Compensation and Mechanic's Liens are essential features of this study. Prerequisite: Eco. 201-202. 6 sem. hrs.

B.A. 340—Principles of Insurance

A course designed to acquaint the student with the basic principles of general insurance and a survey of the various types of insurance such as casualty, fire, life, health, accident, marine, etc. Prerequisite: Eco. 201-202. 3 sem. hrs.

B.A. 341—Fundamentals of Real Estate

A study of the basic fundamentals of real estate as a practical tool and as an introduction to actual job experience. Covers such topics as appraisals, management, land utilization, listings, real estate finance and home building. Prerequisite: Eco. 201-202. 3 sem. hrs.

B.A. 400—Statistics

The course concentrates on statistical methods with particular reference to their application in business. Sources and collection of data and sampling procedures are studied. Included also are statistical measures and tests for validity and reliability, the construction and use of index numbers, problems of time series, regressions and correlations. This course is open to seniors and to graduate students who have not had undergraduate work in this area. It cannot be substituted for any course numbered 500 or over. 3 sem. hrs.

B.A. 402—Financing of Business Enterprises

The functions of money and the nature of the monetary and banking systems of the United States are reviewed. The financing and concomitant requirements for organizing and establishing business enterprises are studied. The financial policies of corporations are emphasized. 3 sem. hrs.

B.A. 404—Mathematics Applied to Business and Economics

This course treats a wide variety of examples of modern mathematics used in solving business problems and formulating economic theory. 3 sem. hrs.

Business Law Courses

B.L. 305-306—Business Law

Application of law to business transactions; fundamental ideas of law in general; business forms; contracts; agency; negotiable instruments; banking law; sales, personal property; partnerships and corporations; mortgages; real property; insurance; suretyship; and bankruptcy. Prerequisite: Eco. 201-202. 6 sem. hrs.

Business Science Courses

B.S. 105—Techniques of Typewriting (Beginning Course)

A course in the fundamentals of typewriting designed to guide the student in attaining mastery of the keyboard and proficiency in the operation of both manual and electric typewriters. 2 sem. hrs.

B.S. 106—Techniques of Typewriting (Second Course)

Second semester course in the fundamentals of typewriting. Emphasizes quality typing and accuracy plus speed. Mailable letters, reports, manuscripts, and tabulation problems are included in accuracy and production assignments. Prerequisite: B.S. 105 or equivalent. 2 sem. hrs.

B.S. 201-202—Techniques of Shorthand

A study of the principles of Gregg Shorthand designed to aid the student in developing skill in reading, writing, and transcribing shorthand. Typewritten transcription is introduced in the second semester. (Formerly B.S. 103-104) 6 sem. hrs.

B.S. 205—Advanced Typewriting

A comprehensive review of all techniques and principles coordinated with extensive application of actual office problems designed to aid the student in developing superior ability in typewriting. Prerequisite: B.S. 105-106 or equivalent. 2 sem. hrs.

B.S. 309-310—Advanced Shorthand

Dictation and transcription of familiar and unfamiliar material designed to further the development of skill in transcribing from shorthand notes. Principles of Gregg Shorthand are continued with drills in vocabulary, phrasing, abbreviations, special terminology, and speed-building techniques. Prerequisites: B.S. 201-202, B.S. 105-106, B.S. 205 or equivalent. 6 sem. hrs.

B.S. 311—Business Communications

A study of the principles of business communications with emphasis on structure and content of the various types of written communications. The course is designed to develop student's facility in writing effective business messages from a management point of view. Prerequisite: upper division standing. 3 sem. hrs.

B.S. 315-316—Secretarial Procedures

Instruction in the processing of mail, handling of appointments, ordering supplies, recording minutes of meetings, organizing and maintaining filing systems, operating basic business machines, banking, insurance, employee and payroll records, travel facilities, ordering and maintaining equipment, and communication services. Included in the course are career objectives, analysis of secretarial manuals and secretarial organizations, secretarial traits, and specific exercises in preparing letters of application, personal brochures, and scheduling interviews. Prerequisites: Senior standing—B.S. 309-310 and Senior standing. 6 sem. hrs.

Economics Courses

I. ECONOMIC THEORY, ECONOMIC PROBLEMS, ECONOMIC POLICIES

Eco. 106—Introduction to Economics

This is the first course in the study of Economics. It is a preliminary excursion into the field of standard economic theory. It emphasizes the broad, historical aspects in the evolution of our economic system, taught from the liberal arts and social sciences viewpoint. It seeks values beyond those of professional training for business. In acquiring familiarity with the tools of the economist, the student is introduced in a small way to the microeconomic and macroeconomic approaches. Consideration is also given to dissenting economic theories, both at home and abroad. Eco. 106 is a prerequisite course for Eco. 201-202, but it may be used as a terminal course for non-business majors. If this group desires more economic study they may schedule either Eco. 201 or Eco. 202 or both as a follow up. 3 sem. hrs.

Eco. 201—Principles of Economics

This course and its companion (Eco. 202) provide the gateway to all advanced courses in economics. Macroeconomics: the emphasis is on the level of economic activity. A survey of the roles of business, government, labor and the consumer in the economy, the principles of national income accounting, income and employment theory, monetary institutions and theory, cyclical fluctuations, monetary and fiscal policy. Prerequisite: Eco. 106 3 sem. hrs.

Eco. 202—Principles of Economics

Microeconomics: the emphasis is on the composition of economic activity. Elementary theory of pricing and distribution of income under the alternative market situations of competition, monopoly, oligopoly, monopolistic competition. Also included are a simplified theory of international trade, the problems of national economic development, and a survey of alternative economic systems. Prerequisite: Eco. 106 3 sem. hrs.

Eco. 321—Intermediate Microeconomic Analysis

A comprehensive and intensive course in microeconomic analysis which covers the scope and methodology of economics, the theory of consumer demand, price determination, production in the firm and industry, and factor price determination. Special emphasis is placed upon applications of these principles to managerial decision making and to current problems. Prerequisite: Eco. 201-202. 3 sem. hrs.

Eco. 322—Intermediate Macroeconomic Analysis

An intensive and comprehensive study of aggregative economic analysis which covers the measurement of aggregative economic activity and the theory of income and employment. Special attention is given to the role of aggregate consumption, savings, investment, and government in determining the level of income and employment. Other topics considered are foreign trade and finance, money and interest, the price level, and growth and stability in economic activity. Emphasis is placed upon the application of principles to current economic problems. Prerequisite Eco. 201-202. 3 sem. hrs.

Eco. 325—Business Cycles

Business cycle theory studies the performance of the economy as a whole, and the interrelations between the various sectors of the economy. Many business cycle theories have been developed, and they will be studied in historical perspective as well as with respect to their applicability today. National income analysis forms part of this study. Analysis of past business cycles will round out the subject matter of this course. Together with the intensive study of national income accounting and analysis in Eco. 322, the course work in Eco. 325 will prepare the interested student for serious graduate work in aggregate economics. Prerequisites: B.A. 210-211, Eco. 106, 201, 202. 3 sem. hrs.

Eco. 326—History of Economic Thought

A selective inquiry into the development of economic thought from the Mercantilists to contemporary economic theorists. Prerequisite: Eco. 201-202. 3 sem. hrs.

Eco. 330—Preface to Econometrics

Econometrics is a tool now widely used in economic research by government as well as business. This course is designed to give the student a basic understanding of the way econometrics deals with economic problems. Prerequisites: B.A. 210-211, Eco. 325. (Not being offered 1967-68.) 3 sem. hrs.

Eco. 331—Labor Economics

A course combining a survey of the institutional and legal environment conditioning the conduct of industrial relations in the American economy with an application of economic analysis to the main issues of the labor market. Prerequisite: Eco. 201-202. 3 sem. hrs.

Eco. 332—Government and Business

A survey and assessment of the increasing and varied participation of government in the American economy. Attention is also given to the legal and socio-philosophical foundation of governmental participation in the economic process. Prerequisite: Eco. 201-202. 3 sem. hrs.

Eco. 333—Comparative Economic Systems

A study of the theoretical foundation and practical functioning of differentiated economic systems. Attention is also given to the doctrine of the Papal encyclicals on the fundamentals of economic organization. Prerequisite: Eco. 201-202. 3 sem. hrs.

Eco. 334—Economic Research

In this course, students will be required to choose a topic, to do research on it, and to produce a paper. At regular meetings, progress reports will be made, students will discuss these reports, will make suggestions to each other, and listen to suggestions by the Professor. A limited number of students will be admitted. Prerequisites: Eco. 325, Eco. 308. (Not being offered 1967-68.) 3 sem. hrs.

II. ECONOMIC HISTORY

Eco. 313—Economic History of Europe

The basic forms of the modern free-enterprise economy were developed in Europe, and transplanted to America where they were modified and developed further. Thus, the American form of the modern economy can be fully understood only against the background of its origins in Europe. (Formerly Eco. 103.) (Not being offered in 1967-68.) 3 sem. hrs.

Eco. 314—Economic History of United States

A survey of the outstanding developments since the Colonial days in agriculture, banking, transportation, labor and population, foreign trade and tariffs, and marketing. (Formerly Eco. 104) 3 sem. hrs.

Eco. 391—Economic Development in Historical Perspective

The history of economic development in modern times and various theories of economic development form the core of studies in this course. An attempt will then be made to assess the development possibilities of presently under-developed areas in the light of insights gained by the core studies. This course is also listed as Hs. 391. (Not being offered 1967-68.) 3 sem. hrs.

III. INTERNATIONAL ECONOMICS

Eco. 301—International Economics

This course covers the theory of foreign trade, tariff theory, and international investment problems. Special attention is given to the history of trade, the economic bases for trade, balance-of-payment and foreign exchange problems. Prerequisite: Eco. 201-202. 3 sem. hrs.

Eco. 303—Latin American Economics and Trade

A survey of the outstanding economic and social developments in Central and South America. Much of the course is concerned with the Latin-American countries as sources of imports and as export markets, and major emphasis is placed on the Latin American area as an outlet for United States investment. Prerequisites: Eco. 201-202, Eco. 301. 3 sem. hrs.

Eco. 309—World Trade Markets

A survey of the present-day trade with selected regions of the world. Emphasis on the major imports and exports of Europe, Asia, Africa and Oceania; trade channels to and from the United States, especially the Mississippi Valley; trading methods and policies; commercial treaties; current exchange and commercial restrictions; foreign credit conditions and information; potentialities of trade among the regions. This course contemplates a study of general economic conditions and emphasizes methods of assembling and interpreting data on foreign markets. Prerequisite: Mk. 305. (Formerly, Mk. 301.) 3 sem. hrs.

Finance Courses

Fn. 305—Money and Banking

An introductory survey of the monetary and banking system of the United States designed to provide essential background for advanced work in business administration. The main topics covered are the elements of money, banking, Federal Reserve System monetary and fiscal theory, and international developments in money and banking. Prerequisites: Eco. 201-202. 3 sem. hrs.

Fn. 307—Corporation Finance

Methods, policy, institutions involved in financing the business corporation; financial analysis of corporations. Emphasis is on the formulation and implementation of long-term corporate financial policies and the modification of these policies to meet changing conditions. Prerequisites: Eco. 201-202, Acc. 203 or its equivalent. 3 sem. hrs.

Fn. 308—Public Finance

Principles, policies, and problems of public expenditure. Public borrowing, debts, and financial administration. Special attention is given to present-day problems. Prerequisites: Fn. 305 or 307. 3 sem. hrs.

Fn. 310—Financial Institutions

A study of the operations, sources, and uses of funds of saving and loan institutions, insurance companies, pension funds, trusts, and other financial intermediaries and the impact of this rapidly growing area of finance on the economy. Prerequisites: Fn. 305 or 307. 3 sem. hrs.

Fn. 316—Investments

Principles of sound investment securities; markets for security issues; sources of financial information; interpretation of financial news and corporation data and reports; investment programs for individual and institutional investors; estate planning; regulation of investment markets; the Securities and Exchange Commission. Prerequisites: Fn. 305 or 307. 3 sem. hrs.

Fn. 320—Monetary and Fiscal Policy

The problems and limitations of monetary policy; its relation to fiscal policy; the relation of both to national income, business cycles, stabilization, and long-term inflation, economic growth, and the balance of payments. Prerequisites: Fn. 305 or 307. 3 sem. hrs.

Fn. 321—Contemporary Problems in Finance: Domestic and International

Problems of monetary and fiscal policy in the current phase of the business cycle; the present position of the dollar; the current balance of international payments; problems of international liquidity; other problems as they appear during the period of the course. Prerequisite: Fn. 305 or 307. (Not being offered 1967-68.) 3 sem. hrs.

Management Courses

Mg. 306—Human Problems in Business Environment.

The basic principles of psychology and the behavioral sciences are studied, including the history of psychology, the development of the learning processes, tests and measurements, designed to provide the student with a general academic background in psychology with explanations and illustrations drawn appropriately from business and industry. 3 sem. hrs.

Mg. 338—Human and Technical Factors in Business Management

The purpose of this course is to acquaint the student with the principles, practices and problems of management in the business enterprise. The technical, economic, political, social, and personal relationships, which constitute the total structure of the firm, are analyzed. Particular attention is given to the human problems arising from the growth of the giant, "assembly-line" enterprise. Prerequisite: Eco. 201-202. 3 sem. hrs.

Mg. 339—Public Relations

This course is designed to acquaint the student with the need for continuous communications between the management of a company and the various internal and external publics whose opinions are significant to the attainment of the company's objectives. Emphasis is placed on public relations as a responsibility and as a function of management. This is not a technical course in publicity or in techniques of public relations efforts. 3 sem. hrs.

Mg. 341—Collective Bargaining

Principles and Cases. The development of a national labor policy and its influences; an understanding of the background and techniques of collective bargaining imperative for students preparing for positions of leadership in the business world. Prerequisite: Eco. 201-202. 3 sem. hrs.

Mg. 346—Administrative Practices

This course is designed to coordinate all of the courses of the business program, giving the student the opportunity to solve a series of business problems from the viewpoint of top management. The student will develop overall policies, translate these into administrative and operating rules and regulations, and then see that these are carried out through the lowest levels of management. The objective of the course will be the development of skills in implementing these plans and programs of action through people. Particular attention will be given to recognizing key problems developing solutions and alternative solutions to these problems, and undertaking the plan of action, with due consideration for the personalities and nature of the individuals and groups through which the required action must be carried out. 3 sem. hrs.

Mg. 350—Administrative Policies and Decision Making

This course presents the general problems and external and internal factors which stimulate top management to modify company policies. It explores the fundamental aspects of leadership in social organizations and the tools which are available for the use of the executive. Finally, it attempts to develop patterns of behavior, and reasoning which enables the student of administration to face change while assuming a reasonable degree of stability in his social grouping. Prerequisites: B.A. 210-211, Mg. 346. 3 sem. hrs.

Mg. 360—Industrial Psychology

The purpose of this course is to introduce the student to the principles, practices and problems of using psychology in management. The primary emphasis will be in acquainting the student with the place of industrial psychology in the modern marketing scene. Such topics as human relations in industry, human engineering, psychological motivation, and industrial psychological testing will be analyzed and discussed. Prerequisite: Mk. 305. 3 sem. hrs.

Mg. 362—Managerial Psychology

The purpose of this course is to bring to the student the theories experiments, and problem solving efforts of the psychologist and the behavioral scientist in the area of administrative action. Such topics as cognitive dissonance reinforcement theory, need achievement, leadership and attitude change and the personality of the leader will be studied and analyzed. 3 sem. hrs.

Mg. 376—Public Relations for Small Businesses

A course in management designed specifically to assist people interested in small businesses. Efforts are made to develop techniques and principles for improving communications between the smaller firm and its various internal and external publics. Practical communications techniques include still and motion picture photography and projection, and report writing. 3 sem. hrs.

Note: A field trip fee of \$50 is charged for this course. Equipment and supplies purchased are given to the students on completion of the course. Unspent funds are refunded.

Mg. 378—Functional Analysis of the Firm

A course in management designed to demonstrate functional organization and to measure the relative effectiveness of the various functions. A great portion of the course work consists of practical field problems in the area of descriptive analysis. Practical communications techniques include still and motion picture photography and projection, and report writing. 3 sem. hrs.

Note: A field trip fee of \$50 is charged for this course. Equipment and supplies purchased are given to the students on completion of the course. Unspent funds are refunded.

Marketing Courses

Mk. 305—Modern Marketing

This basic course acquaints the student with the nature and scope of modern marketing management. It is a prerequisite for all other marketing courses. It outlines the areas in which decisions are made in developing and implementing marketing activities at all levels of production and distribution. Prerequisites: Eco. 201-202.

3 sem. hrs.

Mk. 306—Marketing Decisions

A variety of marketing problems are analyzed and decisions for their solutions are reached. The management point of view is emphasized in making the decisions. The increasing role of the behavioristic sciences as well as the traditional tools of marketing are discussed, utilized and evaluated. The areas for decision making—including but not limited to product, channels, price, communications and location—are explored. Case problems give the student competence in defining problems, working out alternative solutions, and selecting the optimum action. Prerequisite: Mk. 305.

3 sem. hrs.

Mk. 308—Advertising

Fundamentals of advertising; layouts and writing of copy; advertising agencies and media; psychology in advertising; assigned problems and demonstrations. Prerequisite: Mk. 305.

3 sem. hrs.

Mk. 310—Marketing Research

Analyze marketing problems and basic research designs. Included in the topics are: basic data collection methods; formulation of problems; sources of information; composition of data collection forms; design of samples; tabulation of data; analysis of data; and preparation of reports. Actual problems and cases are utilized. Application of marketing research is related to motivation, product, advertising, sales control and other areas of marketing. Prerequisite: Mk. 305.

3 sem. hrs.

Mk. 311—Marketing Distribution

Review of recent developments and study of current practices in distribution by functional areas: wholesaling; retailing; transportation; credit; and related activities. Comparative analysis of competitive distributional practices emphasize dual objectives of modern marketing, customer satisfaction, and profitable enterprise. Prerequisite: Mk. 305.

3 sem. hrs.

Mk. 313—Marketing Communications

Review of recent technological developments and study of current problems and practices in marketing communications: advertising, selling, promotion, and public relations. Emphasis is placed on the relationship between marketing goals and their accomplishment through effective communications. Prerequisite: Mk. 305.

3 sem. hrs.

Mk. 319—Sales Controls

Critical attention is given to planning, organizing, executing and evaluating the sales program. Supervisory methods and tools are discussed. Training of salesmen, their motivation, and maintenance of their morale are studied. Criteria for selecting, training and compensating the sales supervisor and evaluating his performance are analyzed. Prerequisite: Mk. 305. (Not being offered 1967-68.)

3 sem. hrs.

Mk. 320—Retailing

The study of problems and practices currently practiced by major types of retailers in the management of their activities. Prerequisite: Mk. 305.

3 sem. hrs.

Mk. 331—Theory in Marketing

The evolutionary nature of the emerging theory of marketing is studied in detail. Its origin in economics, plus its utilization and acceptance of developments in other fields, particularly the behavioral sciences, are explored. The improvements and expansion of analytical tools and processes of marketing are related to the concept of a marketing theory. Marketing activities are considered generally in the macro-sense, rather than the micro-sense. The roles of competition, government and demographic factors are studied as coordinate parts of marketing. Prerequisite: Mk. 305; Eco. 321.

3 sem. hrs.

Mk. 376—Marketing for Small Businesses

A course in marketing designed specifically to explore and develop methods, procedures and technique of market research suitable for relatively small firms (within their own industries). Emphasis is placed on retailers and wholesalers. Practical communications techniques include still and motion picture photography and projection, and report writing.

Note: A field trip fee of \$50 is charged for this course. Equipment and supplies purchased are given to the students on completion of the course. Unspent funds are refunded.

Graduate Courses

BUSINESS ADMINISTRATION

B.A. 500—Elements of Behavioral Sciences

A systematic study is made of the fundamental concepts and principles of sociology, psychology, and anthropology as they contribute to the understanding of business activities. 3 sem. hrs.

B.A. 502—Statistical Surveys

The course is designed to familiarize the student through reading and experience with the methods and procedures of statistical surveys. The design and administration (surveys, sampling, the construction of schedules and questionnaires, interviewing, editing, coding, tabulation and evaluation of the data) are considered in detail. 3 sem. hrs.

B.A. 504—Quantitative Decision Methods

The course surveys quantitative methods useful in decision making for managers. Linear programming, probability theory, queuing theory, game theory, and symbolic logic are included. 3 sem. hrs.

B.A. 506—Econometrics

The intent of this course is to introduce the student to some of the basic methods, principles, and problems involved in modern econometric research. 3 sem. hrs.

B.A. 512—Business Ethics

Businessmen are faced with many decisions that involve ethical judgements: fair pricing, gifts, "payola", bribes, call girls, advertising, credit practices, industrial relations, codes of ethics, etc. This course offers case studies of modern business decisions and their social consequences. 3 sem. hrs.

ACCOUNTING

Acc. 500—Contemporary Accounting Theory and Problems I

An analysis and evaluation is undertaken of currently acceptable accounting standards and conventions with emphasis placed upon pronouncements of authoritative groups. Contemporary problems are related to the application of these standards and conventions. 3 sem. hrs.

Acc. 501—Contemporary Accounting Theory and Problems II

Standards and techniques underlying the preparation of consolidated financial and operating statements are studied. Contemporary problems relating to consolidations are included. 3 sem. hrs.

Acc. 502—Advanced Auditing

Auditing techniques and procedures in relation to contemporary problems and acceptable auditing standards are studied. 3 sem. hrs.

Acc. 508—Advanced Cost Accounting

An interpretation and evaluation of concepts of production and distribution costs are studied for managerial control purposes. 3 sem. hrs.

Acc. 510—Research in Taxation

The methodology of research in Federal income taxation is examined. Emphasis is placed on applied research to tax problems. The intent is to develop research techniques and the ability to reach conclusions and to make recommendations predicated upon a synthesis of code, regulations, and court decisions. 3 sem. hrs.

Acc. 520—Seminar in Accounting

Selected problems and topics in accounting are examined. Permission of the graduate faculty in accounting is a prerequisite. 3 sem. hrs.

Acc. 522—Tutorial in Accounting

Individual reading and research in a selected area is conducted under the direction of a member of the graduate accounting faculty. Permission of the individual faculty member is a prerequisite. 3 sem. hrs.

ECONOMICS

Eco. 500—National Income and Employment Analysis

The course treats systematically the concepts and methods used in national income accounting and reviews theories relevant to national product and income stability.
3 sem. hrs.

Eco. 501—Studies in Business Cycle Theories

The contributions of leading economists to theories of the business cycle are examined.
3 sem. hrs.

Eco. 502—The Structure of Industry

The institutional and market structures and activities of the principal industries of the United States are studied.
3 sem. hrs.

Eco. 504—Wage Theory and Practice

The course covers the wage theories of Ricardo, Mill, and Marx, productivity theories, wage structures, long-run trends in real wages, and the problems of a general wage theory.
3 sem. hrs.

Eco. 506—Social Security

The course is concerned with institutional and economic aspects of social security programs in the United States and selected foreign countries.
3 sem. hrs.

Eco. 508—Advanced Studies in the History of Economic Thought

The principal theoretical analysis and policy recommendations of prominent economists from the Mercantilists to the present are studied.
3 sem. hrs.

Eco. 512—Theory of Economic Development

General theories of economic development, from classic to Keynesian, are explored to serve as a basis for comparison and discussion of the present partial theories of underdevelopment.
3 sem. hrs.

Eco. 513—Economic Development in Underdeveloped Countries

The course consists principally of case studies selected to illuminate the diversity of problems defying theoretical generalization.
3 sem. hrs.

Eco. 515—Advanced Price Theory

A rigorous analysis of the various market structures and the pricing process for commodities and for productive services as taking place within these market forms. A systematic study of the conventional "tools" of the theory of price is included, and also some consideration given to possible divergencies between practice and theory in the pricing process.
3 sem. hrs.

Eco. 520—Seminar in Economics

Selected problems and topics in economics are examined. Permission of the graduate faculty in economics is a prerequisite.
3 sem. hrs.

Eco. 522—Tutorial in Economics

Individual reading and research in a selected area is conducted under the direction of a member of the graduate economics faculty. Permission of the individual faculty member is a prerequisite.
3 sem. hrs.

FINANCE

Fn. 500—Problems in Money, Banking and Prices

This course is designed to deal with the organization, functioning, and problems of the present day money and banking system of the United States with particular attention given to the Federal Reserve System.
3 sem. hrs.

Fn. 502—Monetary and Fiscal Problems

A study is made of monetary and fiscal theories and problems in a modern industrial economy; of the role of Central banking; of theories of interest and the rate of interest and of the impact of monetary and fiscal operations on the general economy. Study is directed mainly to domestic facets but international aspects are also considered.
3 sem. hrs.

Fn. 506—Financial Management

The principles of finance are used as the basis for the development of techniques useful in the area of financial management. The vehicle for the accomplishment of this objective is a series of actual and simulated cases involving analysis and decision making by the student.
3 sem. hrs.

Fn. 510—International Finance

Foreign exchange and investment problems are studied intensively. 3 sem. hrs.

Fn. 520—Seminar in Finance

Selected problems and topics in management are examined. Permission of the graduate faculty in finance is a prerequisite. 3 sem. hrs.

Fn. 522—Tutorial in Finance

Individual reading and research in a selected area is conducted under the direction of a member of the graduate management faculty. Permission of the individual faculty member is a prerequisite. 3 sem. hrs.

MANAGEMENT

Mg. 500—History of Management Thought

The writings of Owen, Fayol, Follett, Taylor, Sheldon, and other leaders in management thought are studied. 3 sem. hrs.

Mg. 502—Managerial Economics

Economic theory, both qualitative and quantitative, in context with business practices is presented with the intent of demonstrating its value in decision making and forward planning. 3 sem. hrs.

Mg. 508—Data Processing Principles, Methods and Controls

The course is designed to acquaint the student with modern data processing principles, methods, and controls. The student is introduced to actual machine programming and operations in order that he may evaluate types of equipment of solving data processing problems. Accounting control and auditing techniques and problems are discussed. Specific case problems are programmed. 3 sem. hrs.

Mg. 520—Seminar in Management

Selected problems and topics in management are examined. Permission of the graduate faculty in management is a prerequisite. 3 sem. hrs.

Mg. 522—Tutorial in Management

Individual reading and research in a selected area is conducted under the direction of a member of the graduate management faculty. Permission of the individual faculty member is a prerequisite. 3 sem. hrs.

MARKETING

Mk. 500—Advanced Marketing Management I

An intensive study, analysis and interpretation of management decisions: includes both those which directly control marketing operations, and those which are affected by or dependent upon marketing operations. Marketing concepts pervade and orient the study. 3 sem. hrs.

Mk. 501—Advanced Marketing Management II

Exploration and study of actual and potential applications of mathematical models and related techniques and disciplines in marketing management decision making. College algebra and business statistics are prerequisites. 3 sem. hrs.

Mk. 502—Marketing Problems

Current marketing situations are studied and appraised. The application of evolving marketing concepts in solving the problems thus exposed is intensive; due regard is given to the concurrent economic, political and social developments and trends. 3 sem. hrs.

Mk. 504—Development of Marketing Theory

The emergence and evolution of marketing theory in 19th century economic literature are explored. This provides the basis for the critical and intensive study of current trends in its continuing development during the 20th century. 3 sem. hrs.

Mk. 520—Seminar in Marketing

Selected problems and topics in marketing are examined. Permission of the graduate faculty in marketing is a prerequisite. 3 sem. hrs.

Mk. 522—Tutorial in Marketing

Individual reading and research in a selected area is conducted under the direction of a member of the graduate marketing faculty. Permission of the individual faculty member is a prerequisite. 3 sem. hrs.

Core Curriculum Courses

Courses in the 400 series are open to qualified undergraduates and to graduate students who have not had undergraduate work in the areas represented by the courses. Courses in this series *cannot* be substituted for any course numbered 500 or over.

Acc. 400-401—Financial Accounting

These courses develop the basic concepts and techniques of accounting procedures and financial statement preparation and interpretation. The use of accounting for control and decision-making purposed by management is emphasized. Case analyses are required. 6 sem. hrs.

B.A. 400—Statistics

The course concentrates on statistical methods with particular reference to their application in business. Sources and collection of data and sampling procedures are studied. Included also are statistical measures and tests for validity and reliability, the construction and use of index numbers, problems of time series, regressions and correlations. 3 sem. hrs.

B.A. 402—Financing of Business Enterprises

The functions of money and the nature of the monetary and banking systems of the United States are reviewed. The financing and concomitant requirements for organizing and establishing business enterprises are studied. The financial policies of corporations are emphasized. 3 sem. hrs.

B.A. 404—Mathematics Applied to Business and Economics

This course treats a wide variety of examples of modern mathematics used in solving business problems and formulating economic theory. 3 sem. hrs.

Arts and Sciences Courses¹

Course No. Sem. Hrs.

COMPUTER SCIENCE

Cs. 201-202—Basic Machine Operation.....	6
Cs. 301-302—Advanced Programming.....	6
Cs. 347-348—Numerical Methods in Statistical Analysis.....	6
Cs. 351-352—Numerical Analysis.....	6
Cs. 371-372—Seminar in Data Processing Systems.....	2

DRAMA AND SPEECH

D.S. 101-102B—Fundamentals of Speech.....	6
D.S. 201-202—History of the Theatre.....	3
D.S. 205 —Public Speaking and Debate.....	3
D.S. 301-302—Phonetics, Voice and Diction.....	6

ENGLISH

En. 100-150—Introduction to Fiction—Introduction to Drama....	6
En. 200-250—Introduction to Poetry—Advanced Literature.....	6

FINE ARTS

F.A. 100 —Design I.....	3
F.A. 110 —Drawing I.....	2
F.A. 115 —Painting I.....	3
F.A. 125 —Survey of World Art I (Prehistory—Middle Ages)...	3

HISTORY AND POLITICAL SCIENCE

Hs. 101-102—Western Civilization.....	6
Hs. 201-202—Survey of United States History I and II.....	6
Psc. 101-102—American Government I and II.....	6

MATHEMATICS

Mt. 111 —Elementary Functions.....	3
Mt. 112 —Introductory Number Theory.....	3
Mt. 221-222—Introductory Linear Algebra.....	4
Mt. 257-258—Basic Analysis.....	6
Mt. 259-260—Intermediate Analysis.....	6
Mt. 347-348—Mathematical Probability and Statistics.....	6
Mt. 361-362—Advanced Calculus.....	6

MILITARY SCIENCE

MS. 101-102—First Year Basic.....	4
MS. 201-202—Second Year Basic.....	4
MS. 301-302—Third Year Advanced.....	6
MS. 351-352—Fourth Year Advanced.....	6

MODERN LANGUAGE

Fr., Gr., Rs., or Sp. 101-102—First Year College Course.....	6
Fr., Gr., Rs., or Sp. 201-202—Second Year College Course.....	6

¹Consult the Bulletin of the College of Arts and Sciences for course descriptions.

PHILOSOPHY

Pl. 201	—Logic	3
Pl. 202	—Metaphysics I	3
Pl. 211	—Survey of Ancient Philosophy	3
Pl. 212	—Survey of Medieval Philosophy	3
Pl. 301-302	—Philosophy of Human Nature—Ethics	6
Pl. 304	—Philosophy of Knowledge	3
Pl. 311	—Survey of Modern Philosophy	3
Pl. 312	—Contemporary Philosophy	3
Pl. 313	—Aesthetics	3
Pl. 314	—Current Philosophical Movements	3
Pl. 315	—Special Problems in Philosophy	3
Pl. 316	—Philosophy of History	3
Pl. 317	—Medical Ethics	3
Pl. 318	—Survey of American Philosophy	3
Pl. 320	—Gabriel Marcel and Existentialism	3
Pl. 321	—Philosophy of Education	3
Pl. 322	—Problems of Atheism	3
Pl. 323	—Problems in Faith	3

LABORATORY SCIENCES

Bl. 107-108	—General Biology	8
Bl. 201-202	—Comparative Anatomy of the Vertebrates— General Embryology	8
Ch. 111-112	—General Chemistry	8
Ch. 113-114	—Laboratory	
Ch. 211-213	—Inorganic Quantitative Analysis I—Laboratory	4
Ph. 103	—Introductory Physics	4
Ph. 201-203	—General Physics	8

PSYCHOLOGY

Psy. 101-102	—Introductory Psychology	6
Psy. 201	—Elementary Statistics	3
Psy. 203	—Experimental Methods	3

SOCIOLOGY

Sl. 101-102	—Introductory Sociology—Social Institutions	6
Sl. 205-206	—Social Problems I and II	6

THEOLOGY

Th. 121	—Introduction to Sacred Scripture	3
Th. 221	—Dogma I: Fundamental Theology	3
Th. 222	—Dogma II: The Trinitarian Life, Grace and the Sacraments	3
Th. 304	—Christian Marriage and The Family	3
Th. 306	—Social Encyclicals	3
Th. 320	—Gabriel Marcel and Existentialism	3
Th. 321	—Christian Marriage	3
Th. 331	—History of the Church: Early Middle Ages 400-1200 A.D.	3
Th. 332	—History of the Church: Protestant Reformation	3
Th. 333	—History of the Church: The Counterreformation	3
Th. 334	—History of the Church: The Catholic Church in the United States I (1526-1865)	3
Th. 335	—History of the Church: The Catholic Church in the United States II (1866-1950)	3
Th. 340	—The Sacred Liturgy	3
Th. 341	—History of the Church: The Catholic Church in the 19th Century	3



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